



MOUNT MADONNA

445 Summit Road, Watsonville, CA 95076 · (408) 847-0406 · www.mountmadonna.org

MARKETING & COMMUNICATIONS COORDINATOR

Experience creative self-expression and rich connections in an environment where heart and meaning are a part of everyday life! Mount Madonna Center is offering a unique opportunity for an inspired and motivated individual interested in serving within a renowned retreat center and multigenerational yoga community overlooking Monterey Bay.

Mount Madonna is a center for learning that offers practices for living for the sincere seekers, thought leaders, retreat goers, teachers and students who desire an experience at the source. Since 1978, we have been honored to host both luminaries and practitioners in spiritual and religious traditions, artistic endeavors, social justice, and conscious business, among many others. Our residential community of practice and activities have been inspired by the yoga teachings and example of master yogi, Baba Hari Dass.

Mount Madonna prioritizes diversity, equity, inclusion, and belonging and strives to create a culture that empowers and supports individuals to bring their full and authentic self to the workplace.

We look forward to hearing from you!

POSITION: Part-time Marketing & Communications Coordinator

JOB LOCATION: Mount Madonna Center, 445 Summit Road, Watsonville, CA, 95076 (Onsite presence is required; partial remote work *possible*).

REPORTS TO: Marketing and Communications Manager

JOB SUMMARY:

Mount Madonna's Marketing and Communications Coordinator will engage collaboratively in a learning community dedicated to serving as both a container and catalyst for health, personal growth, and transformation toward the attainment of peace.

The successful candidate will be a communicator and storyteller, with experience engaging with diverse audiences. They will be responsible for completing tasks that support the organization's overall marketing initiatives, including researching and reporting on market trends, creating marketing content specifically for social media, managing social media platforms, and working closely with Mount Madonna teams to support respective communications projects.

Responsibilities include, but are not limited to, the following:

- Participate in the efforts of the marketing team in executing an annual marketing plan to meet Mount Madonna's outreach, program, and business development goals.
- Manage all social media accounts to optimize audience engagement.
- Plan and develop social media campaigns in alignment with brand and marketing objectives.
- Craft compelling social media content (posts, reels, stories, etc.), following branding and marketing plan and best practices. Offer unique post ideas or strategies to increase social media engagement.
- Analyze social media metrics to evaluate the success of social media strategy, including audience engagement, ROI, opportunities, and gaps
- Maintain awareness of competitors' social presence
- Utilize reliable mar/com resources to stay on top of the latest social media trends
- Stay abreast of key developments, current issues, and events in wellness, spirituality, yoga, and retreat centers as they relate to Mount Madonna's work
- Support the organization's rebranding and new website launch efforts currently underway.
- Through everyday actions, contribute to an organizational culture of diversity, equity, inclusion, and belonging

Key skills, experience, and requirements:

- Excellent writing, editing, and verbal communications skills
- Demonstrated ability to collaborate and work well with others
- Proven project management experience and time-management skills for juggling numerous time-sensitive projects simultaneously

- Experience with social media platforms, including Facebook, Instagram, LinkedIn, YouTube, etc.; knowledge of best practices for organic and paid content
 - 2+ years of related experience in journalism, public relations, communications, marketing, or a closely related field
 - Eye for detail and understanding of creative techniques for photographs and videos
 - Proficient with Google Workspace, Google Ads & Analytics, WordPress, Microsoft Office, Zoom, social media scheduler, and other relevant communication platforms and software.
 - Passion for working in a wellness and personal transformation organization.
 - Previous experience in hospitality, retreat centers, or educational institutions is a plus.
 - Background in Yoga and/or Ayurveda is a plus.
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JOB TYPE: Part-time, 28 hours/week; some weekend and evening hours as needed. Onsite presence is required; partial remote work possible.

RATE OF PAY: \$20 to \$25, depending on experience

BENEFITS:

- 2 weeks per year of accrued paid vacation, rolls over for a maximum accrual of 3 weeks
- 40 hours of sick time per year
- Employee Sponsored Retirement Savings Plan after 3 months of employment
- Fresh meals cooked daily for residential employees. For offland employees: one meal per day while working on site and reduced overnight accommodations when work-related
- Reduced rates on massage
- Access to:
 - Meditation, *asana* (postures), and yoga philosophy classes
 - Walking/hiking trails with broad vistas, redwood forests, ponds and wildlife

- Cafe and bookstore
- Community garden and chickens
- Hot tub
- Community events
- Seasonal retreats and programs

APPLICATION: Thank you for your interest! Please send your resume and cover letter to work@mountmadonna.org.

The Hanuman Fellowship dba Mount Madonna Center maintains a policy of providing equal opportunity in all aspects of employment.

a) It is the policy of Hanuman Fellowship to ensure equal employment opportunity for all persons regardless of race, color, religion, age, disability, national origin, creed, gender, gender identity, sexual preference or any other non-merit factor.

b) It is the policy of Hanuman Fellowship to ensure equal treatment, including but not limited to recruitment, hiring, promotion, discipline, compensation, assignment, benefits, training, furloughs and rehiring.