



## Admissions/Outreach Coordinator

*Experience creative self-expression and rich connections in an environment where heart and meaning are a part of everyday life! [Mount Madonna Institute](#) (MMI) is offering a unique opportunity for an inspired and motivated individual interested in serving within a WASC accredited college. MMI is committed to wellness and positive transformation and offers trainings, certificates, and graduate degrees that integrate the traditional systems of Yoga, Ayurveda, and Community with contemporary life, and prepare graduates for a variety of careers in the integrative health professions.*

*MMI is hosted by Mount Madonna Center (MMC), a residential community, retreat center, and venue well-known for the integrity and excellence of its Yoga and Ayurveda programs, offered since 1978. Mount Madonna Institute emerged from that beginning and was officially formed in 2006 to formally train and graduate exceptional practitioners who meet modern standards of practice and education set by professional associations in the United States, including the Yoga Alliance and the National Ayurvedic Medical Association. Together, MMI and MMC operate as 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.*

*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:** Admissions/Outreach Coordinator

**JOB LOCATION:** Hybrid: remote and Mount Madonna Institute - 445 Summit Road, Watsonville, CA 95076

**Reports to:** Marketing Manager

**JOB SUMMARY:** This position promotes outreach and awareness of MMI and advances student recruitment, facilitating program admissions.

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

- Serve as a contributing member of the marketing team; contribute insight and experience to enhance the overall work and mission of Mount Madonna as a whole
- Recruit students at a variety of in-person venues, virtual and onsite open houses as well as through email, telephone, social chat, direct message and web chat channels
- Initiate and maintain communications with both prospective and accepted students.
- Calendar, organize, and represent MMI at public events, such as conferences
- Coordinate outreach activities, including ensuring all collateral materials are prepared for specific outreach events (ex. prospect registration system, banners, flyers, posters, postcards, business cards, etc.). Organize and facilitate monthly virtual Information Sessions for both Yoga and Ayurveda. Organize and facilitate one monthly in-person Open House.
- Support students throughout application, admissions, and enrollment processes, ensuring application of MMI admissions standards and policies. Use resources of others by referring applicants to those who may answer questions or contribute to recruitment
- Support maintaining, monitoring, and reporting key performance indicators (KPIs) of the outreach activities and admissions process
- Participate in regular administration meetings for both the School of Yoga and the College of Ayurveda

**Key skills, experience, and requirements:**

- Bachelor's degree required.
- Administrative/project management experience including experience with systems and file management.
- Ability to manage high volume tasks independently.
- A professional attitude of welcome, encouragement and flexibility is key, as well as developing systems to support this effort.
- Admissions, Bursar and/or Registrar experience.
- Familiarity with Google Suite and Meta platforms at a general user-level (non-developer)
- Ability to travel to a minimum of one outreach/fair/event locally per month and host an in-person information session at Mount Madonna Institute.

**Preferred Qualifications:**

- Formal study of classical Yoga and Ayurveda.
  - Demonstrated proficiency with Populi Student Information System (SIS).
  - Live within commuting distance of Mount Madonna Center to engage in a hybrid work model.
  - Familiarity with Mount Madonna Center, Institute, and/or the Hanuman Fellowship.
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**JOB TYPE:** part-time 25-30 hours/week.

**RATE OF PAY:** \$22 to \$30, depending on experience.

**BENEFITS:**

- 2 weeks per year of accrued paid vacation based on hours worked
- 40 hours of paid sick leave per year
- Employee Sponsored Retirement Savings Plan after 3 months of employment
- Free meals cooked fresh daily: one meal per day while working on site
- Discounts provided for Ayurveda and Yoga programs sponsored by MMI
- 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 [info@mountmadonnainstitute.org](mailto:info@mountmadonnainstitute.org)*

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*Mount Madonna Institute maintains a policy of providing equal opportunity in all aspects of employment. We ensure equal employment opportunities for all persons regardless of race, color, religion, age, disability, national origin, creed, gender, gender identity, sexual preference or any other non-merit factor. We ensure equal treatment, including but not limited to recruitment, hiring, promotion, discipline, compensation, assignment, benefits, training, furloughs and rehiring.*