



Marketing & Communications Manager Job Description

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: Full-time Marketing and Communications Manager

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

JOB SUMMARY:

Mount Madonna's Marketing and Communications Manager 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 an excellent communicator and storyteller, and will be an authentic representative of Mount Madonna, able to connect effectively with the organization's various stakeholders and audiences. The Marketing and Communications Manager will develop and execute an annual marketing plan, working closely with the Marketing and Communications Director and Leadership Team to prioritize the most effective efforts and align with Mount Madonna's strategic goals, brand, and expertise as a yoga and retreat center.

Reports to: Director of Marketing and Communications

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

- Develop and execute an annual marketing plan to meet Mount Madonna's outreach, program, and business development goals.

- Manage marketing and communications staff, vendors, and contractors together with the Marketing and Communications Director; including hiring, leading, and developing team members to support the marketing plan and the organization's overall mission.
- Gather, create, edit, and publish content for internal and external audiences through multiple channels and mediums (including website, social media, newsletters, advertisements, and other platforms and tools).
- Establish and track metrics to evaluate the effectiveness of the marketing strategy; make recommendations to increase audience reach, and collaborative, fundraising, and business development opportunities.
- Manage and maintain Mount Madonna's online presence (spec. website and social media), which includes written and visual content and technical troubleshooting.
- Identify timely opportunities and manage periodic communications, develop and layout content across multiple platforms, ensuring consistency in messaging.
- Work closely with Mount Madonna teams to support respective communications projects (e.g. fundraising, program brochures, other outreach); ensure alignment with Mount Madonna brand and strategy.
- Stay abreast of key developments, current issues, and events in wellness, spirituality, yoga, and wellness and retreat centers as they relate to Mount Madonna's work.
- Build, maintain, and develop Mount Madonna's media relationships.
- Support organizational rebranding and new website launch efforts currently underway.
- Through everyday actions, contribute to an organizational culture of diversity, equity, and inclusion.

Key skills, experience, and requirements:

- Excellent writing, editing, and verbal communications skills. Experience in communicating to a diverse set of audiences.
- Demonstrated ability to collaborate and work well with others.
- Proven ability to manage multiple large projects and deadlines, proactively identifying and addressing competing deadlines.
- Experience with social media strategies and execution, and proven track record of using technology to identify and effectively communicate with diverse audiences.
- 5+ years of related experience in journalism, public relations, or marketing.
- A bachelor's degree or equivalent education/experience in journalism, communications, marketing, or a closely related field.
- Proficient with Google Workspace, Google Ads & Analytics, WordPress, Microsoft Office, Zoom, 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.

JOB TYPE: Full-time, exempt; 40 hours per week. Must be present in the office for 3 to 4 days each week with remote work 1-2 days possible. Work hours: Monday - Friday, 9:00am - 5:00pm PT. Evening and weekend work may sometimes be required. Personal transportation is required.

RATE OF PAY: \$70,000 - \$80,000, depending on experience

BENEFITS:

- Medical and Dental Insurance
- Vacation time: 1 day per month accrued; increases with longevity
- Holidays: 6 paid holidays per year
- Sick time: 12 sick days annually
- Employee Sponsored Retirement Savings Plan after 3 months of employment
- One meal per day while working on site and reduced overnight accommodations when work-related
- Reduced rates on Kaya Kalpa Wellness Center treatments
- 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 Program

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

******Please Note: A cover letter is required and should display your writing skills. We will not consider applications submitted without a cover letter.**

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.