Mount Madonna Center
Marketing Specialist Job Description

Mount Madonna Center is offering a unique opportunity for someone interested in serving within a well-established residential yoga community and retreat center.

Mount Madonna Center is located on 380 acres of redwood forest and meadows overlooking Monterey Bay on the central coast of California. The community and its activities have been inspired by the yoga teachings and example of Baba Hari Dass. Please visit the Mount Madonna Center website for more detailed information about our community and facilities.

POSITION: Full-time Marketing Specialist

JOB LOCATION: Mount Madonna Center - 445 Summit Road, Watsonville, CA, 95076

JOB SUMMARY:

The Mount Madonna Marketing Specialist 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 outstanding writer, communicator, and storyteller. They will be an authentic representative of Mount Madonna, able to connect effectively with the organization’s various stakeholders and audiences. The Marketing Specialist will help to 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

- Create, edit, and publish content for internal and external audiences through multiple channels and mediums (including website, blog, social media, newsletters, advertising, and other platforms and tools).
- Establish and track metrics to evaluate the effectiveness of Mount Madonna’s marketing strategy, including audience reach; and make recommendations to increase collaborative, fundraising, and business development opportunities.
- Manage and maintain Mount Madonna’s regular online presence (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, programs, 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 design/build efforts currently underway.
● Through everyday actions, contribute to an organizational culture of diversity, equity, and inclusion.

KEY SKILLS AND EXPERIENCE

● Excellent writing, editing, and verbal communications skills.
● Experience in communicating to a diverse set of audiences.
● Team player with demonstrated ability to work well with others.
● Demonstrated ability to manage multiple large projects and deadlines, proactively identifying and addressing competing deadlines.
● Experience with social media strategies and execution, brand development, public relations, media, and content development, and proven track record in 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 in journalism, communications, marketing, or a closely related field is preferred; an equivalent combination of education and experience is also considered.
● Passion for working in a wellness and personal transformation organization.
● Previous experience in hospitality, retreat centers, or educational institutions.

HOURS & REQUIREMENTS

Job Type: Full-time with benefits

Rate of pay: $65,000 - $70,000, depending on experience

This position offers 2 weeks of paid vacation, 1 week of sick leave, access to yoga classes and mentorship from elders. Full time employees are eligible for full medical and dental coverage. Many people experience healing from spending time on the pristine campus, which is nestled in the redwood forest and overlooks the Monterey Bay. Staff enjoy hiking trails, ponds, and a multitude of wildlife while spending time at Mount Madonna.
- Work hours: Monday – Friday, 9:00am – 5:00pm PST
- Mount Madonna is located at 445 Summit Road, Watsonville, CA. This position has the option to be partially remote.
- United States work authorization is required.
- Evening and weekend work will sometimes be required.
- Personal transportation is required.

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

Mount Madonna Center maintains a policy of providing equal opportunity in all aspects of employment.

a) It is the policy of Mount Madonna Center 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 Mount Madonna Center to ensure equal treatment, including but not limited to recruitment, hiring, promotion, discipline, compensation, assignment, benefits, training, furloughs and rehiring.