



JOB OPENING: MARKETING MANAGER

We are seeking a skilled and highly motivated marketing/communications professional, preferably from the non-profit sector. Reporting to the Executive Director, this role manages and implements IMS's expanding marketing and communications initiatives. The primary objectives are to partner with key stakeholders to build awareness of the organization and its mission, strengthen a sense of community among constituent groups, and maintain a consistent brand across all channels.

Responsibilities

- Develop and execute strategies that amplify IMS's position as a leader in category:
 - Cultivate IMS's brand voice through strategic development of digital and print content for publications, web, e-platforms and social media.
 - Deepen knowledge of the mindfulness and meditation market sector to support increased relevance in content and brand voice.
 - Promote the organization, its teachers and its programs. Produce and deliver written, audio and visual material for internal and external audiences.
 - Build relationships with print, online, radio and broadcast media.
- Support strategic fundraising initiatives that cultivate new and existing donors:
 - Give a closing talk to retreatants about generosity and donating to IMS and our teachers.
 - Help execute and attend donor and special events.
- Filing and Archiving
 - Manage a substantial digital photo library.
 - Maintain various mailing and instructions lists and filing systems.
- Meet IMS's expectations for service excellence. Uphold ethical principles in daily work life.

Qualifications/Experience

- 5+ years management responsibility in marketing and/or PR.
- Social media experience (3+ years), with proficiency in analytics and SEO.
- Proficiency in office, database and graphics software.
- Proficiency with Wordpress content management system or equivalent.
- Proficiency in editorial, public speaking, digital photography and video.
- Demonstrated ability to think creatively, and work constructively with team members and colleagues.
- Capacity to execute tasks with flexibility and positivity.
- An established meditation practice or sincere interest in meditation and practicing mindfulness in daily life. Insight meditation retreat experience and/or familiarity with IMS's retreat culture preferred.
- College degree in a related field, or equivalent work experience.



Position Now Open – Application Deadline August 19, 2017

A position at IMS offers an abundance of meditation resources, all within a friendly and caring environment.

This is a full-time position offering health benefits and meal plan options, as well as generous paid time off and participation in the IMS Staff Sangha Program.

IMS is an Equal Opportunity Employer and actively seeks candidates from diverse backgrounds.

Qualified applicants: please send Staff Application (available at www.dharma.org) to IMSjobs@dharma.org. Include a cover letter and résumé.

IMS is a spiritual refuge for all who seek freedom of mind and heart. We offer meditation retreats rooted in the Theravada Buddhist teachings of ethics, concentration and wisdom. These practices help develop awareness and compassion in ourselves, giving rise to greater peace and happiness in the world.