

JOB OPENING: MARKETING MANAGER

We are seeking a skilled and highly motivated marketing/communications professional, preferably from the non-profit sector and with solid digital marketing experience. 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.
 - Hold a role in working with IMS's external partners.
- 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.
- Supervise the Copywriter in a manner that creates the conditions for personal growth and optimal performance; review employee performance on a regular basis and provide feedback; implement disciplinary actions in consultation with Human Resources and Executive Director when needed.
- Support and protect silent retreat environment; uphold ethical principles

Qualifications/Experience

- Bachelor's degree in a related field, or equivalent work experience
- 5 years or more management responsibility in marketing and/or PR
- 3 years or more social media experience 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
- A strong customer service background with a commitment to providing a high level of service
- Familiarity with or sincere interest in meditation or mindfulness preferred

Position Now Open

Qualified applicants: Please send Staff Application (available at www.dharma.org) to IMSjobs@dharma.org.
Include a résumé and cover letter detailing your interest in the position.

A position at IMS offers an abundance of meditation resources, all within a friendly and caring environment. This is a full-time, 40 hours/week position offering health and dental benefits, Flexible Spending Account, meal plan options, generous paid time off, and participation in the Staff Sangha Program.

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

IMS is a spiritual refuge for all who seek freedom of mind and heart. We offer meditation retreats rooted in the early 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.