

Position Title: Communications Promotions and Marketing Assistant

To support the effective communication, promotion, and marketing of Siddha Yoga learning and teaching events and study tools, such as Shaktipat Intensives, Sadhana Retreats, and the *Siddha Yoga Home Study Course*.

Responsibilities include:

- Supports the promotions and marketing coordinator in the development of promotional plans for learning and teaching event and home study tools
- Collects and analyzes the results of previous promotional campaigns
- Assists in the implementation of systems for global promotional development
- Researches promotions being done globally, especially where translation or reprinting is required
- Supports the delivery of promotional projects as needed

Qualifications include:

- Able to demonstrate a good understanding of Siddha Yoga philosophy and culture
- Excellent communication skills, both written and spoken
- Professional experience in marketing, promotions, or comparative public communications preferred
- Formal training in analysis, strategic planning, marketing, and promotions preferred
- Good computer skills, including Internet research and use of Microsoft Word, Excel, and (for PC users) Outlook or (for Mac users) Entourage
- Good time management skills with the ability to manage priorities
- Able to work effectively in a multicultural environment

If you are interested in this seva role, please contact the Gurukula office at Gurukula@syda.org for a more complete seva description and an application.