

## **Marketing Manager**

Rajasthan Hatha Yoga Institute, a part of Shridev Jasnath Trust is housed in Shri Jasnath Asan (Ashram) in Panchla Siddha, a small village 1.5 hours north of Jodhpur. The ashram is within a 500-year-old fortress structure, the oldest spiritual and educational institution in the Marwar region. Having recently added an Ayurveda clinic, and retreat center the marketing needs are growing fast, attracting many students from this region, and abroad.

We are looking for a candidate who can create and manage marketing campaigns across all channels. This candidate is someone who has relevant experience in print and digital marketing and who always stays abreast of the tourism industry developments in India. This role will be responsible for planning, and delivery of effective (online) communications which delivers participants to the ashram programs, and then collecting feedback and testimonials from guests to help us continue to develop high quality products and experiences. This candidate will have a small staff to assist.

### Key Marketing Responsibilities

- Manage and execute all marketing projects of the ashram
- Manage the marketing staff – employees, interns, volunteers
- Lead the development and execution of strategies for multi-tactic, multi-phase campaigns, specifically:
  - Marketing (website, social media, search engine and mailings)
  - Advertising (print, display, search and social)
  - Analytics (tracking, analyzing and reporting)
  - PR/Communication (press releases, mediapartnerships, PR-events)
- Manage social media marketing efforts, making strategic recommendations in order to drive engagement, fan growth and conversions
- Publish provided content on social media platforms/pages
- Stay current on industry news and trends, and make timely, informed recommendations to management
- Gather learning from staff, and feedback from guests
- Create communication loops with guests including database management, Tripadvisor management and Facebook
- Gather press content from each event including photos, film, and audio; archive and manage

### **Qualifications**

- Bachelor's degree in marketing or the equivalent. Master's degree a plus.
- 3+ years of experience in marketing, marketing communication (Experience at a digital agency is a plus)
- Effective written and oral communications skills in English & Hindi

- Thrives in a fast-paced, entrepreneurial environment
- Ability to simultaneously manage multiple projects
- Hands-on experience working on communication, social, online marketing campaigns
- Management and leadership talents with the ability to organize and motivate subordinates

Experience with as many of the following as possible:

Small and large tour group management, Paid Search, Email Marketing, Digital Advertising, Social Media, Search Engine Optimization, Analytics insights and other forms of digital marketing

### Compensation

In addition to the opportunity to set new standards in the Marwar region's oldest educational institution, we also offer great benefits such as:

- Excellent work environment and digital support team
- Telecommuting
- Free vacation - stay with family and friends at Rajasthan Retreat twice a year
- Free Yoga classes, and participation in all ashram life when working on-site
- 1.5 L annually plus expenses and bonus on performance

### **How to apply**

A cover letter with resume are required. Please send to [info@shrijasnathan.org](mailto:info@shrijasnathan.org). Please include "SJA-Marketing Manager" in the subject line. No phone calls please. Should we determine that your background and experience meets our hiring needs, we will contact you with further instructions.