



Publicity Coordinator

About this opportunity

We are looking to recruit enthusiastic and reliable people to help us make a difference. This role is offered to Buddhists and non-Buddhists alike. In this role, you will take the lead on marketing activity, including:

- Develop the Jamyang Buddhist Centre Leeds (JBCL) brand. Liaise with the Centre Director, Publicity Designer, Webmaster & Social Media coordinator on branding, including how we involve and engage people, our impact in the community and the two strands of Buddhism and Wellbeing.
- Agree a Social Media Strategy with the Director and Social Media Coordinator. Be clear about the target audience, when, where and how to market classes etc.
- Use the JBCL Marketing Timeline as a working document to ensure clarity on all marketing activity. Adding events to the website and liaising regularly with the social media coordinator about posting event
- Work with the webmaster to ensure that the website is easy to navigate for both customers and volunteers. Such as making and reviewing bookings.
- Create monthly e-newsletter, liaising with other departments to gather articles.
- Develop and maintain media contacts to promote special events, using creative ways to make our events and volunteer programme is known
- Produce quarterly reports for the Director and Trustees

About us

Jamyang Buddhist Centre Leeds is an organisation devoted to the study and promotion of wellbeing, meditation and public benefit, in accordance with Buddhist principles, and the preservation of the Buddhist Mahayana tradition throughout the North of England and elsewhere. We honour the work of his Holiness the Dalai Lama and are affiliated to the Foundation for the Preservation of the Mahayana tradition. We moved to Holbeck in April 2019 and we are now looking for volunteers to help us grow the Centre.

Practical considerations

You will lead the Marketing and the Print and Design Team. The amount of time given can be arranged depending on your availability and can vary from a few hours to one or two days a week. Training and support will be given by the Centre Director. You will volunteer at our centre in Holbeck and be able to volunteer from home some of the time. Travel expenses to be agreed.

<i>Skills gained</i>	<i>Skills & qualities required</i>
<ul style="list-style-type: none">• Understanding marketing in the charitable sector• Taking the lead in marketing campaigns• Increasing portfolio and contacts	<ul style="list-style-type: none">• Marketing experience from any sector• Social media savvy• Strong relationship building• Creativity and design

Benefits

As well as the opportunity to meet new people and make friends, this opportunity will help you develop your skills. It's a great way to have fun and make a difference and help your community. You will also be able to benefit from our Volunteers' Programme.

To Apply

if you are interested in this role, please check out the application guide on the website and fill in the e-application form. Alternatively, you can contact us on:



smile@jamyangleeds.co.uk



0113 3452626



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