

Shantideva Center

Publicity Team: Publicity Strategist

April 2019

General Description of Responsibilities

The Publicity Strategist will establish and develop robust advertising campaigns across any and all appropriate online, print, and other platforms outside of our current website and social media announcements, which may also be developed. This is a new position ideal for someone who is self-motivated, creative, and eager to seek out the most effective and appropriate outlets for targeted and innovative publicity. The Publicity Strategist will work closely with the Publicity Manager to coordinate the publicity calendar.

Specific Responsibilities

1. Media Outreach (Secular)

Develop a list of general media outlets, including print, online, and organizations with broad (neighborhood, city) and focused (parents, meditation, yoga) targets for promoting ongoing and special events and implement as appropriate. Outreach to publications promoting major teachers/events (via a personal pitch and/or formal press release to a religion editor, feature/lifestyle/culture editor, or news editor as appropriate). Submit ongoing programming as well as special programming to any community calendars on these outlets (via forms to fill out and/or emails with the information).

2. Media Outreach (Buddhist)

As above, focusing on Buddhist venues and outlets.

3. Paid Advertising

Explore opportunities for paid advertising in secular and Buddhist venues and implement as appropriate.

4. Partnerships

Explore promoting programming as a barter or via paid methods with neighborhood organizations.

Skills

Experience in marketing, publicity, or outreach are ideal.