

Yoni Shakti: The Movement

Campaign Manager

To start 01 March 2021. Remote working.

APPLICATIONS CLOSE 18 FEBRUARY 2021

Yoni Shakti: The Movement is a campaign to eradicate abuse of women in yoga: reclaim yoga as a tool for planetary healing and justice.

Launched in April 2020, Phase One was a crowd funding campaign which successfully raised £33,000 from 492 backers, far exceeding the original goal of £18,000. The money raised is funding Phase Two, a public awareness and education campaign which was originally planned to take a year but has been extended to August 2021.

The YTSM public awareness campaign was conceived as an integral part of the launch of the new edition of Yoni Shakti because the revelations presented in that edition are the key information shared through the campaign. Although the new edition of the book exists independently of the campaign, free downloads excerpted from the book are part of the information provided to YTSM supporters as educational resources. Profits from the sale of the first printing of the second edition of Yoni Shakti were directed into the YTSM crowdfunder because backers received their copies in return for funding the campaign.

One of the main goals of the campaign is to reach 1,008 yoga teachers, teacher trainings and yoga studios around the globe. So far we have demonstrably reached 267 but many more have shown support and need to be counted. We have a lively Facebook group of over 5,000 members and a playlist on the Yoni Shakti YouTube Channel which features interviews of Uma with people who are delivering yoga for planetary healing and justice in their communities.

THE ROLE

The candidate agrees to:

- Commit to a fixed term contract of **six months** (with potential for extension) to ensure follow through on all aspects of the project for which they have responsibility.
- Maintain accountability for the Yoni Shakti the Movement goals and finances during this period (until August 2021)

Induction to the aims and goals of the Yoni Shakti the Movement campaign will be given by Yoni Shakti Operations Manager (Cecilia Allon) and the current Campaign Manager (Nina Haley) to empower the correct candidate to acquire the necessary knowledge of current campaign activities to do this aspect of the job.

Job Description & Responsibilities

- Be responsible for handling the daily in-box of email messages from campaign backers, survivors, students and FB group members, responding to requests for action in a timely and appropriate manner.
- Develop and Manage a simple system for tracking campaign accountability to our intentions and goals.
- Be responsible for managing admin assistants on the YSTM Facebook group to ensure timely responses to posts and a clear sense of 'holding'
- Produce and deliver regular updates and reports for campaign backers and group members (emails, posts, newsletters).
- Developing an interface between the current YSTM FB group presence and Instagram awareness of the campaign (through posts, IG live opportunities, contacts with other partners etc)
- Manage simple financial processes such as tracking expenditure and payments to team members – liaising with the accounts worker to expedite these payments
- Liaise with Uma Dinsmore Tuli and Cecilia Allon to maintain clear overview and development of the campaign intentions and goals
- Develop in collaboration with Uma Dinsmore-Tuli the ongoing education component of the YSTM FB group – for example suggesting and sourcing interviewees, panel members, summit presenters etc.
- Manage the timing and delivery of the education component of the campaign – e.g. uploading videos, making posts, contacting potential interviewees etc.

Person specification

You are reliable, dependable, highly organised, very well self-motivated and full of initiative.

You are reliably able to work remotely, organising your own time and prioritising multiple tasks and liaising with team members sometimes under pressure of urgent deadlines.

You are passionate about yoga as a tool for liberation, justice and freedom: this includes both empowering women through yoga education and self-care, and relates also to sharing the healing and potent benefits of Total Yoga Nidra worldwide.

You have excellent, clear communication skills, sensitivity and kindness in written and spoken interactions.

You have the emotional maturity to 'mother' a large membership FB group and to support both members and admins in handling sometimes distressing or challenging material and responses.

You have proven Social Media skills, and capacity to develop, implement and respond to a strategy from promoting the YTSM worldwide in order to achieve its aims and meet its intentions and goals.

You have proven IT skills and capacity to organise systems for managing the financial and operational aspects of the Yoni Shakti the movement campaign.

Ideally, you will also hold a yoga teacher training qualification and have an in-depth knowledge of the wider world of the international yoga industry, yoga nidra and yoga therapy communities and women's empowerment work.

You are adaptable, keen to take responsibility, and committed to following through with all tasks without direct in-person line management.

You also have a willingness to attend brief meetings when required, to report informally on your projects and work with a small team of other part-time remote workers without any recognisable or traditional company limitations or hierarchical framework of management and control.

You will be associated virtually with a team that includes a Social Media Strategy Manager and Retail Manager, Bookings Manager, Social Media Manager, Student Support team and Curriculum Development team. You will need to have regular check-ins with Cecilia, Uma and with a web-master. We work in a very friendly, informal and open network manner that is responsive to cyclical wisdom of the seasons, people's emotional states and life journeys, and so can often seem chaotic.

You will need to be a truly focused and friendly person to be willing to work towards pioneering new, democratic and feminine ways of doing ethical business that are 'out of the box' and aim to have both local and global impact.

ESSENTIAL AND DESIRED experience and qualities

Please address *each one* of these points in your personal statement of no longer than two pages. Please addresses **ALL SEVEN of the ESSENTIAL and DESIRED qualities specifically listed below**, with examples of your relevant work experience to demonstrate proficiency or allied skills in relation to each quality or capacity.

1. Customer Service – effective and prompt communicating with students, customers and teachers via email and phone.
2. Project management (completion of educational resources, campaigns, event launch or similar)
3. Operations management of multiple projects (prioritising tasks and moving work forward)
4. Understanding of and commitment to the Goals of the YSTM Campaign and the Operating Ethics of the Yoga Nidra Network including the practical implications of anti-racist and pro-feminist working practices to promote equity, diversity and inclusivity.
5. Skills with the Social Media and community building platforms of Facebook, Instagram and You Tube the social media presence of Yoga Nidra Network community and pages, and Yoni Shakti related groups and pages (YSTM Group, Womb Yoginis Page, Uma Dinsmore-Tuli Page).
6. Access to reliable, strong internet signal and up to date laptop/computer/phone to permit work online.
7. A regular practice of self-enquiry and nurture that provides sufficient personal, psychic and spiritual support and nourishment to resource you to engage professionally and effectively with the radical dismantling work of the YSTM campaign.

Terms of employment

We are looking for a self-employed contractor for around 10 hours a week max. Ultimately these hours are flexible, and can be organised to suit the YSTM Manager, but to do this job effectively, it may be necessary, especially at the beginning, to ensure that the hours worked closely match those worked by the current Operations Manager (GMT weekdays 9am – 1pm-) so that she can effect a complete handover of the current overview of to pass the in-coming YSTM Manager.

Also, it may be necessary at some points, to divide these hours evenly across the week, and to be willing to check in on email and with other team members if a particular aspect of the project is at a crucial points.

Pay is £20 per hour, hours worked to be tracked by the YSTM manager themselves and to be invoiced monthly to the Director and Accounts worker. Payment via BACS one month in arrears. Payment to come from the funds raised by the YSTM Indiegogo Campaign. The operations manager is responsible for the payment of their own taxes.

The number of hours necessary in any given week depends the phase of the campaign, which can vary through the year, so sometimes the minimum hours will be exceeded, whereas sometimes there can be quiet moments.

Time off and time away is to be arranged in prior consultation with team colleagues and cover can be provided for leave and holidays as required.

Because of the cyclical nature of this work, it is necessary for the YTSM Manager to commit to a to a fixed term contract of six months to ensure follow through on the campaign accountability for which they have responsibility.

The YTSM Manager will report directly to Director's Assistant (Cecilia Allon), with a dotted line to Directors (Nirlipta Tuli and Uma Dinsmore-Tuli).

Training

An overview of the campaign will be provided Operations Manager, Cecilia Allon and current manager, Nina Haley.

Induction to the aims and goals of the current Yoga Nidra Ethics Statement project and Yoni Shakti the Movement campaign will be given by the Operations Manager (Cecilia Allon) to empower the correct candidate to situate themselves and their work clearly in relation to these two on-going current projects.

Overview of the current social media strategies (which will interface with the work of the Operations and Finance Manager will be given by Social Media Strategy Manager.

Start date

01 March 2021

To APPLY –

Please prepare a **personal statement** of no longer than two pages that addresses **ALL SEVEN of the ESSENTIAL and DESIRED qualities specifically listed below**, with examples of your relevant work experience to demonstrate proficiency or allied skills in relation to each quality or capacity.

Email this statement with the subject **YSTM Campaign Manager** together with a copy of your CV to cecilia@thesource.co

Applications which do not meet the requirements of a personal statement and CV will not be considered.

Interviews will take place on Thursday 25 February via Zoom.

THANK YOU for your interest in our work.