

Social Media Volunteer

We are currently looking for a social media ninja who wants to contribute to our mission by spreading the word about Ananda Kalyani!

As a volunteer you will **expand your knowledge and skills** on strategic social media communication and content creation, belong to a spiritually and ecologically minded community, be part of daily spiritual practices such as kiirtan and meditation (optional), have access to inspiring knowledge and visions on a regenerative world, live in the midst of astonishing nature, receive spiritual teachings, and get support from spiritual guides through your inner and outer journey.

Ananda Kalyani is a pioneering Integrated Rural Development (IRD) project dedicated to **spirituality, local development** and **holistic regeneration**, encompassing environmental, economic, and social aspects. Our aim is to serve as a model and educational hub for sustainable and regenerative living in the 21st century.

Ideally, someone who:

- **Is passionate about social media** and would like to spread the word about Ananda Kalyani;
- Is eager to (learn how to) **create aesthetically pleasing and engaging content** that reflects our vision, culture, and communication strategy;
- **Enjoys being socially active** and joining all kinds of events to create content;
- Likes **researching interesting articles** on topics such as meditation and yoga to create content;
- Has **basic skills in design platforms** such as Canva, or is happy to learn those;
- **Enjoys communication** and naturally communicates clearly (written and spoken);
- Is **fluent** (written and spoken) in **English** (required) and Portuguese (preferred);
- Has prior experience or background in things such as Marketing or/and Communication (plus);
- **Is autonomous and self-driven;**
- Cultivates their own **spiritual practice;**
- Has team spirit and the ability to integrate different perspectives;
- **Is proactive, solution-oriented, and reliable;**
- **Is ready to commit** for at least half a year;
- Has their own working material (laptop).

Being a Social Media Volunteer means to:

- **Create a lively presence** on our social media by creating engaging content (blogs, pictures, videos) that reflects the beauty Ananda Kalyani entails;
- **Attend events** to gather input for content creation and even create content on the spot for Facebook and Instagram stories;
- **Research interesting articles** on yoga and meditation as input for inspiring content;
- **Analyze the effectiveness** of the content and brainstorm about ways to improve the online performance. Learning by doing!
- **Stay actively up to date** about the ongoing news within Ananda Kalyani to create blog posts about this;
- **Support other teams and departments** with preparing guidelines and internal communication content.

As a volunteer, your food and accommodation will be provided. In exchange, you are of service for 6 hours a day 5 days a week, and pay 10 euro a day. We ask for a monetary contribution to sustain the financial health of the project.

**Excited to become part of the Communication team as a Social Media Volunteer?
Get in touch! Write to us at volunteers@anandakalyani.org and share your CV
and why you are interested in joining our mission in this particular role.**