

Communication Lead

We are seeking a dynamic and creative Communication Lead to join our team. In this role, you will be responsible for developing and executing communication and marketing strategies that enhance our brand and engage our audience. You will work closely with various teams to ensure our messaging is clear, consistent, and impactful.

Become part of Ananda Kalyani and contribute to a spiritually-based project and community. Live amid astonishing nature, get access to inspiring knowledge and visions of a regenerative world, join spiritual practices such as kiirtan and meditation, and receive spiritual teachings, and support from spiritual guides through your inner and outer journey.

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

Being a Communication Lead means:

- Developing and implementing **communication strategies** across multiple channels, such as social media, website, and email;
- Leading the creation of **compelling content** for all channels in the form of for example newsletters, blogs, social media posts, and prints;
- Managing **social media** accounts and engaging with followers to build a vibrant online community;
- Monitoring and **analyzing** communication metrics to assess effectiveness and inform future strategies;
- Staying updated on industry trends and best practices to **continually enhance** our communication efforts;
- **Collaborate** with cross-functional teams, including Events and Human Flow, to ensure consistency and alignment in messaging;
- Develop and implement comprehensive **marketing strategies** to increase brand visibility and event promotion;

- Plan and manage **marketing campaigns**, including advertising, promotions, and events, ensuring they are on-brand and meet organization goals;
- **Analyze market trends** and competition to identify opportunities for innovation and improvement;
- Manage the **marketing budget**, ensuring effective allocation of resources;
- **Measure the effectiveness** of marketing campaigns and communications, providing detailed reports.

Ideally, someone who:

- Is motivated to spread the word about Ananda Kalyani to increase its impact towards a more **regenerative world**;
- Has an **education** in Marketing, Communications, Business, or a related field;
- Is experienced in marketing and/or communications, with proven success in developing and implementing **strategies**;
- Has a strong knowledge of **digital marketing**, including SEO, SEM, social media, email campaigns, and content creation. Knowledge of Google Analytics, Canva, and Meta Business ads is a plus;
- **Is passionate** about social media and has experience in leading social media channels such as Facebook, Instagram and LinkedIn;
- Has **strong leadership** (e.g. people skills, keeping an overview, bringing structure, and effectively delegating tasks;)
- Has excellent **writing, editing, and presentation** skills;
- Brings a **proactive**, solution-oriented and resilient mindset;
- Thrives in a **dynamic** and active work environment.

As a Team Lead, your food and accommodation will be provided. Additionally, you will receive a contribution of 250 euros monthly. In exchange, you are at service for 30 hours a week.

Excited to become part of us as the Communication Lead? Get in touch by filling out the [application form](#) to join our beautiful project Ananda Kalyani.