

# Marketing Manager (Part time)

## Reporting

To Executive Operations Manager

## About our organisation and the role

Lifeflow is a dynamic not-for-profit organisation, dedicated to bringing meditation and mindfulness into mainstream Australian culture. Our classes are enjoyable, easy to understand, non-religious and based on over 35 years' experience of teaching people the skills to bring calm, balance and perspective into their everyday life.

This newly created position will be responsible for generating sales of the Lifeflow brand in order to expand into new markets whilst strengthening our existing markets. You will be working closely with the EOM and alongside a small team of people, who are passionate about what they do and care about our students and customers as well as our workplace culture.

Your work will be guided by a Business Development Plan, outlining a marketing strategy and day-to-day tasks.

## Core Responsibilities

- Develop, implement and evaluate an overall marketing strategy for the organisation
- Identify opportunities for growth in sales and market share
- Develop and maintain digital and traditional marketing materials
- Develop tracking systems for marketing and online activities
- Produce clear, accurate and concise correspondence such as emails and letters

## Requirements of the role

- 5 years' demonstrated experience in marketing, sales and customer service
- Confident and outgoing
- High attention to detail
- Well organised and self-motivated
- Excellent command of written English with copy accuracy
- Customer service and satisfaction orientation

Applications in writing to;

Ann Calvert  
Executive Operations Manager  
Lifeflow Meditation Centre Inc.  
8/259 Glen Osmond Rd  
Frewville SA 5063

Or via email to [info@lifeflow.com.au](mailto:info@lifeflow.com.au), please mark subject line 'Marketing Manager Position'