

NamaStacy Yoga Corporation®

Manager - Public Relations

Plan and direct public relations programs designed to create and maintain a favorable public image for NamaStacy Yoga Corporation®; or if engaged in fundraising, plan and direct activities to solicit and maintain funds for special projects and nonprofit organizations. Reports to the NamaStacy Yoga Corporation® Board of Directors (BOD).

Responsibilities

- Identify main client groups and audiences and determine the best way to communicate publicity information to them
- Write interesting and effective press releases, prepare information for media kits and develop and maintain company internet or, in the future, intranet web pages
- Develop and maintain the company's corporate image and identity, which includes the use of logos and signage
- Review and manage communications budgets with the BOD
- Manage special events such as sponsorship of all activities in order to gain public attention through the media without advertising directly
- Draft speeches, as necessary, and arrange interviews and other forms of contact for them
- Evaluate advertising and promotion programs for compatibility with public relations efforts
- Establish and maintain effective working relationships with local and municipal government officials and media representatives
- Formulate policies and procedures related to public information programs, working with public relations executive

- Respond to requests for information about NamaStacy Yoga Corporation® activities or status
- Working with the Manager, Development & Fundraising, assist with establishment of goals for soliciting funds, develop policies for collection and safeguarding of contributions, and coordinate disbursement of funds
- Maintain company archives
- Produce films and other video products, regulate their distribution, and operate and archive film library
- Observe and report on social, economic and political trends as necessary

Qualifications

A bachelor's degree in journalism, public relations or communications is preferable. Additional courses in public speaking desirable. The ideal candidate would have attained accreditation by the Public Relations Society of America.

About NamaStacy Yoga Corporation®:

The NamaStacy Yoga Corporation® is a Florida Not-For-Profit 501(c)(3) Corporation that is in the business of paying it forward. We are committed to providing current and aspiring yoga teachers worldwide scholarship funding for Yoga Alliance recognized teacher trainings. All Yoga Alliance 200 or 500 hour teacher trainings, continuous education courses, workshops or retreats are eligible for scholarship consideration.