



Job Description: Marketing Coordinator

Job Title: Marketing Coordinator

Job Summary/Purpose:

- Create and implement a clear marketing strategy
- Increase Miranda Macpherson's visibility, emphasizing the relevance of her offerings to the issues of our time.
- Bring a fresh creative approach to marketing all Miranda's offerings that speaks powerfully to our target audience (especially people aged 30-50 yrs).
- Create juicy, effective video reels for social media & YouTube, directing Miranda to give bite-sized offerings that serve people & inspire engagement.
- Drive increased traffic to Miranda's website, encouraging robust registration for all events, abundant sales for all website products, and expansive new opportunities for Miranda and these offerings to bring as much benefit as possible.

Duties & Responsibilities:

- Bring fresh creative ideas.
- Create a marketing strategy.
- Promote upcoming events and retreats.
- Regularly check registration numbers for upcoming retreats & promote accordingly.
- Ensure consistent branding.
- Respond to comments/questions from followers.
- Manage all aspects of all social channels.
- Create graphics and video content to post on FB, Instagram, LinkedIn and especially YouTube.



- Work with Miranda to create audio content (meditations) to post on Insight Timer, music streaming channels & YouTube.
- Create promotional and content-rich mailing for Miranda to edit - approx 1 per month
- Create video reels with testimonials of retreat attendees.
- Create short inspirational videos that include creative B roll to evoke the experience & benefits of this work for marketing across social media and our website.
- Place Miranda on prestigious conferences/symposiums/events alongside respected teachers (Wisdom 2.0, Sounds True symposiums etc).
- Place Miranda on relevant quality podcasts.
- Once every quarter: Identify goals with Miranda and create a clear marketing strategy for launches of major events – retreats, online courses, book, podcast releases to support optimum visibility.
- Collaborate with other team members to follow through on tasks to implement launches and other marketing goals.

Required experience/skills:

- Reliable, joyful, creative person (youthful energy very welcome!)
- Intelligent (but experience and talent is more important than formal qualifications).
- Understanding of how sales funnels work.
- Experience with successful launching of events, books, products.
- Capacity to write or edit marketing copy, integrating “pain points” theory, in elegant way that doesn’t feel like a sales pitch.
- Able to integrate AI marketing tools.
- Enjoys creating and editing videos that inspire engagement.
- Able to direct Miranda in recording new, relevant video content. (Ideally this would happen monthly and in person at her home in San Rafael CA).
- Bring creative, fresh approach to expand traffic to Miranda’s site, and drive attention to events & products.



- Offer suggestions to update content on Miranda's site to keep it as rich and relevant as possible.
- Motivated to serve from the heart (not just for a paycheck).

Preferred experience/skills:

- Able to join Miranda in San Rafael to record short videos (or direct somebody locally to do this).
- Willing to attend occasional daylong retreats to record video B roll. (otherwise, direct someone locally to do this)
- Interested in utilizing & further developing the AI tool we call the "Miranda-bot"!

Working Conditions:

- Flexible hours working from home
- Willing to be flexible when Miranda may need to meet late in the day or early evening, due to her teaching schedule.

Salary and Benefits:

- Between \$600-\$800 monthly.
- Access to all of Miranda's extensive audio & video teaching library plus online programs.
- Bonus possible based on tangible increased enrollment beyond targets of major events or website sales.
- Seeking someone creative and passionate who can grow with Miranda and her offerings.



Reporting Relationships:

- You will mostly report directly to Miranda with some input from Maggie Khun (communications consultant & member of our sangha who is spearheading our new podcast project).
- Communicate with other team members on a regular basis via Clickup to ensure harmonious and efficient implementation of goals.

Career Growth Opportunities:

We want someone who can help expand participation in our work, and in turn who can grow with us. As our marketing efforts exceed our quantifiable targets, so will this role.

Our Mission, Vision, and Values:

Miranda is dedicated to supporting as many people as possible to abide in their True Nature and become deeper, clearer, kinder and wiser, more graceful human beings in our world. Her teachings, books, courses and events offer people inspiration and powerful resources to relax out of ego, connect to the Source of real love and peace, and to embody spiritual values in practical actions that serve the wellbeing of individuals and the evolution of our human family in this enormous time.

It is crucial that every person on our team is excited about this mission and wishes to reflect this culture in all interactions and communications, including how we navigate inevitable stumblings with one another.



How and by when to apply:

Please send your resumé including your home address and a photograph (simple selfie is fine) and at least two references to info@mirandamacpherson.com.

Applications close July 18th (references can come later).

Please title the email “Job Application: Marketing Coordinator”.

Please share something from your heart that expresses (in a short paragraph):

- Why you would like to be part of our team and why you think this work matters.
- One creative suggestion to get Miranda’s transmission further out into the world, that does not already exist on our website or social.