

ALALAH O

A WAY OF LIFE

Position: Marketing Coordinator

Pay: €20 per hour

Start date: As soon as possible

Contract type: Remote freelancer

Hours: 10-15 hours per week (to be reviewed after 6 weeks)

Recruitment Process:

1. To apply, fill out [this form](#) and send your CV and cover letter to hello@alalaho.com by midnight of January 24th.
2. The interview process will be in February.
3. The chosen candidate will have a 6 week paid probation period including induction.
4. After probation review, sign a contract and become a part of the Alalaho team.

Working with Alalaho

Being the marketing coordinator at Alalaho is an opportunity to play a key role in a small but passionate team, co-creating a global culture of people in connection with themselves, each other, the natural world and the mysteries of life through the use of psilocybin ceremonies and other healing modalities.

As our marketing coordinator, you will raise Alalaho's profile and Way-Of-Life message, creating a consistent and professional brand presence; implementing, analysing and refining our marketing practices; promoting our offerings and inspiring our growing audience by writing and editing content and engaging with people around the world. Ideally, you will also gain Alalaho representation in press, podcasts, and other media outlets, and develop strategic partnerships with other organisations.

Personal skills & characteristics of ideal candidate

- You believe in, and are passionate about, our mission and [values](#), and you have an intrinsic interest in psychedelics, personal growth, creative expression and [diversity and inclusion](#).
- You have strong writing skills and an ability to adapt to and further develop Alalaho's voice - warm, welcoming, accessible, authentic, engaging, dedicated, concise with a pinch of playfulness, magic and tasteful humour.
- You are familiar with [the psychedelic renaissance](#) and [topical issues and debates](#).
- You have the ability to be clear, boundaried, honest and skillful in communicating especially challenging news such as retreat cancellations. You are patient and empathetic to people, and can deal with complaints in a calm and skillful way.
- You are open to feedback and ideas with a willingness to evolve and grow in your professional skills whilst working with us.
- You are a natural networker who enjoys building partnerships.
- You have an intuitive approach that embodies a balance of the creative and welcoming feminine and the clear and direct masculine.

- Desired but not required: You are already connected in the psychedelic/self development world and love to go to online conferences and workshops in your own time.

Professional skills & experience

Ideal

- Completed successful marketing campaigns in the past
- Experience in brand development and strategy
- Excellent copywriter
- Experience communicating with diverse audiences
- Experience using marketing management apps
- Up to date with the latest modern technology and software
- Experience in market research
- Experience and passion for beautiful and relatable photography and content creation

Desired

- Knowledge and experience working with SEO
- Graphic design skills
- Experienced with WordPress
- Experience in PR

Responsibilities

Branding

- Work with a team to design a marketing brandbook.
- Develop a strategy to raise brand awareness.

Communications

- Manage, organize, and leverage our collection of photos and videos.
- Create graphics in Canva or a similar graphic software to accompany and enhance social posts.
- Manage the schedule and create content for the Alalaho newsletter.
- Manage regular content updates to the Alalaho website.
- Support additional social or communications-related projects, as needed.

Social Media

- Create content for our social platforms: Facebook, Instagram, Twitter, YouTube.
- Manage the social media calendar and integrate it with the communications calendar, annual marketing strategy and annual development plan.
- Create and manage a digital ad strategy on social platforms.
- Measure the success of social posts by collecting and analyzing metrics.
- Follow internal conversations and external media to share timely stories and current events on socials.
- Research topics related to our mission and engage followers in meaningful dialogue on social.
- Annually review and update our social media strategy.