

Sitaram and Sons Limited trading as:
Yoga Nidra Network and Yoni Shakti
www.yoganidranetwork.org

Social Media Assistant – Job Description

Start date: For immediate start.
Hours: 6 hours a week.
Pay: £12.50ph pay PLUS £10ph towards YNN TT training courses
Location: This is a remote role, most of the team work on UK time.
Some availability during UK working hours is essential.
Description prepared: 06 May 2025
Application deadline: Monday 19 May 9am BST
Interviews: Wed 21 May 2025 on Zoom
Induction: tbc

This is a freelance role, offering regular hours on a self-employed basis.

TO APPLY:

Please prepare a personal statement of a maximum of 1,000 words that addresses all the essential and desired qualities listed in the personal specification.

Submit evidence of between 1 and 3 successful social media accounts that have flourished under your leadership. These could be Instagram, Facebook, Patreon, Linked In (sorry no Twitter or TikTok).

Email this statement, together with a copy of your CV and two references to **cecilia@thesource.co** and **liz@thesource.co**

THANK YOU for your interest in our work.

Summary

Sitaram & Sons Ltd seek a creative and tenacious social media assistant who can use their initiative and talents to produce engaging, inspiring and educational social media content for cross channel use. The role will be focused on bringing to life a new strategy and will focus on crafting in collaboration with the Digital Marketing Manager all necessary information for the creation and scheduling of social media content for Yoga Nidra Network's Instagram, Facebook, Linked In and YouTube accounts.

Sitaram and Sons projects include, but are not limited to, Yoga Nidra Network and Yoni Shakti and cover course sales, book launches, events promotion and product sales.

Duties

- Liaise with the Digital Marketing Manager, Liz Barile-Page, once a fortnight to establish social media post priorities for the upcoming month.
- Based on these priorities: craft visual creatives, produce captions & text to accompany, select images and / or video content from our extensive internal resources; identify audience; identify appropriate hashtags; identify appropriate collaborator tags and provide accurate booking links.
- Upload this content to the scheduling platform Only Social
- Maintain Link in Bio page
- Check live posts for accuracy and make any small edits necessary.
- Maintain up-to-date knowledge of trends and changes to successful use of social media platforms.
- Monitor post success in Meta Business and feedback to the wider team.
- Support management of social media in boxes

Person specification

		Essential	Desirable
1	You can reliably work remotely (i.e you have sufficient internet connection and suitable computer for fast downloading and uploading).	YES	
2	You can organise your own time sometimes under pressure of urgent deadlines. You have the ability to work independently but are comfortable reaching out for support when necessary.	YES	
3	You have excellent English writing skills including grammatical accuracy and excellent spelling. If English is not your first language, you must have an ELT qualification to prove your level. You can adapt your tone and register to suit different audiences.	YES	
4	You have excellent verbal communication skills.	YES	
5	You have proven experience of creating engaging social media content.	YES	
6	You have a working knowledge of Meta Business and regularly update your knowledge as platforms develop and change.	YES	
7	You are adaptable, keen to take responsibility, and committed to following through with all tasks with accountability to other team members.	YES	

8	You resource yourself with a regular reconnection, nurture and renewal practice.	YES	
9	You are willing to engage respectfully with the cyclical rhythm of our work - for example honouring the dark moon and honouring the goddess holy days such as Samhain, Navaratri and Bealtaine.		
10	You have experience of working or living with neurodivergent individuals.	YES	
11	You have an awareness of the work of Uma Dinsmore-Tuli, Nirlipta Tuli, Yoga Nidra Network and Yoni Shakti. Ideally you know and love the practices and have attended some of our workshops and/or trainings.		YES
12	You have experience of working with ethical organisations such as co-operatives, social justice movements, CICs, trade unions, or non-profit organisations.		YES
13	You have an in-depth knowledge of the wider world of the international yoga industry, yoga nidra and yoga therapy communities and women's empowerment work.		YES