



**BRING ENERGY TO BODY - BRING PEACE TO MIND - BRING BALANCE TO WORK  
BRING YOGA TO WORK**

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### **Employment offer: Administrative Assistant & Yoga Instructor**

*Yoga Corporate Outreach or YCO is a brand-new start up company in the ancient business of human wellness.*

*We promote and organise:*

- *Yoga Classes (Group, Private, Breaks via Internet, Seminar Breaks)*
- *Health & Wellness Presentations by natural healing practitioners*

*We also offer:*

- *Yoga Session, Health & Wellness Gift Cards*
- *Mats & locally made yoga accessories*

*We bring all these products and services into non-traditional settings.*

*YCO believes that each employee is...well, not an employee but a unique being that chooses to bring their skill set, ideas, energy and other human qualities to the workplace. The eight limbs of yoga are applied daily, in all our business and personal interactions, not as a ridged dogma but as a 'place to go to', so that in the stress of the moment, we can remember that we are creating an environment where growing learning & thriving are the essence.*

*Call me on it! - Amanda, YCO owner operator*

*We are creating an empowering structure where each instructor, host, hostess, participant, and volunteer can bring to fruition their unique calling, in a poised, ease filled, and co-supported way.*

*Heard of the greatest, highest common good? Can you come to a consensus? Can you take these ideas and make them manifest, concrete in your life? Can you take the next step and co-create this environment to work and thrive in? If you said yes, There may be a place for you in this company.*

### **Primary Focus**

Want to work for an innovative, exciting, and entrepreneurial company? This position will self define as the company grows. If you have ever worked in a start-up, you may know that Jill and/or Jack of all trades is needed, then as the company grows, each new person takes on and grows the areas that they are passionate about, where they can thrive in. YCO is no different.

At this point in time, you will need the skill set defined below, but as the company grow, so too will your position, until you shape into what you want and need, and what YCO wants and needs to continue to thrive.



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The admin assistant will be working directly with myself, the owner operator of this company, as well as with the multitude of contractors we work with.

Office: You will be co-responsible for handling day to day AR/AP, HR, class programming, contractual follow up with clients and instructors, and, together with the owner, give structure to the departments of Operations and Marketing. The marketing and promotional aspect of operations is quite strong for the next years. You will be called upon to either head or support event coordination and related promotional activities, (including such things as script writing, social media writing, photo selection, storyboard development, additional television proposals, upcoming festival participation, and...so much more.)

Out of office: You can choose, or not, to be heavily or lightly involved in on-site events and the general implementation of the marketing plan in the real world (which translates as yoga events in non-traditional settings, with publicity, participants, set up and successful conclusion to be coordinated).

You will be called upon to sub-teach for YCO yoga instructors that are unable to teach in any of our corporate or give-back classes.

### **Duties & Responsibilities**

#### **DUTIES AND RESPONSIBILITIES:**

- Timely and accurate responses to queries regarding the company's services and programs
- Providing support with the preparation of literature, reports, proposals, promotional material, and brochures using applicable software
- Coordinating the maintenance of the database
- Maintaining the company website via Website Designer
- Maintaining the Social media feeds to Social Media Coordinator
- Providing back up assistance to the Accountant for basic payroll and Accounts Payable
- Takes a leadership role planning, implementing, and executing promotional campaigns and projects; manages team and timeline.
- Manages networking events & attends them and completes follow up
- Analyzing potential strategic partner relationships for company marketing.
- Plans, prepares and takes a leadership role in various presentation needs for the company.
- Helps develop, create and manage YCO's communication plan and brand standards.
- Works on special projects and activities that will drive the business.
- Instruct yoga class when required as a sub-instructor or when desired.



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### DESIRED QUALIFICATIONS:

- 5 years of experience in administration
- Some type of related Higher Education degree (Education, Marketing, Promotions, Office Admin...)
- Minimum 6 years of Yoga Instructor Experience

*We are building strong, long-term relationships with businesses to improve health, safety and wellness inside the human beings at those places of businesses.*

### KEY COMPETENCIES:

#### Knowledge

- Qualified knowledge of brand marketing fundamentals.
- Working knowledge of design principles, print production, web and social media
- Experience in new product concept development and launch.

#### Skills

- Excellent project management and the ability to manage multiple tasks.
- Superior interpersonal and leadership skills
- Confident and dynamic personality; excellent communicator and can work and communicate effectively with a number of different levels within the company.
- Effective and poised presenter.
- Financial management experience.
- Can work with limited supervision.
- Passionate about yoga and ...life 😊
- Proficiency in Microsoft Office Applications; basic skills in using PC based publishing/graphic design applications (e.g. Adobe Illustrator, Quark Express, Photoshop) an asset.
- AND (OR) a few more to be defined...we can work complementarily too.

*Once the contract is signed, you sit back, take some deep breaths,  
pick up your yoga mat and start benefiting from yoga in your place of work.*

**Is it working for everyone? Let's do it again!**