



Job Profile:

# Social Marketing Assistant: International Yoga Retreats

## About the Company

Origins Africa is a brand new yoga retreat lodge in Tanzania, designed to immerse our guests in the beautiful natural landscape, and blend the warmth of African culture with the highest standards of hospitality.

From our headquarters in Edinburgh, we provide a comprehensive service that makes it easy for yoga teachers to lead their retreats with fully customised itineraries and bolt-on adventures from safaris to traditional wellness experiences in remote tribal villages.

The lodge itself is truly spectacular, sitting on a hilltop high above the Great Ruaha Valley, with chalets dotted among giant boulders and native woodland full of wild monkeys. Our 200 square metre main studio has wood burners for hot yoga sessions with 270-degree views through floor to ceiling windows, and our fully open-air deck right on the hilltop takes those sunrise and sunset sessions to another level!

We take our responsibility to protect the natural world very seriously. Much of the lodge is built with timber structures using local, sustainable materials, and we're 100% off-grid powered by solar energy.

With the lodge set to fully open for the 2025 season, this is an exciting time to join a fast-moving company with a real start-up feel. Our core team's years of experience creating very human experiences across Africa and the wider world provides a strong foundation, but doesn't take away any of the entrepreneurial style of this project.



## About the Role

As Social Marketing Assistant, you will tell our story through Instagram.

Your initial objective will be to build awareness of our brand and help drive early sales by showcasing the entire retreat experience: Life at our spectacular lodge, epic safari adventures, our people and the values we are so passionate about.

You will be the primary content creator - both a human personality in front of the camera and a skilled editor to deliver authentic and appealing posts, reels and stories.

An interest in yoga will naturally be useful, to help you showcase the facilities.

**Travel** is a core part of this role, and you'll spend around four weeks in Tanzania every two to three months.

### In Tanzania:

- You'll spend periods of around four weeks at a time in Tanzania, living and working at The Lodge to be fully immersed in our brand and the retreat experience.
- These will be very social periods, working closely with other members of the team and getting to know them as colleagues and friends.
- These are also very intensive periods, making the most of the opportunity to gather large amounts of quality content and living and breathing the brand 24/7!
- All your travel, accommodation and other necessary expenses (including participating in retreat adventures such as safaris) will be paid by the company.

### In Edinburgh:

- Periods back in Edinburgh will be much more about independent working; a chance for you to be creative with different uses for content you've gathered and develop social media engagement into a strong following that drives sales into the business.
- You'll have full access to the co-working facilities at our Edinburgh office and access to the Director and his Personal Assistant through regular meetings as well as by phone and email. However, you'll need to be self-motivated and effective in managing your time and workload on your own.

Working for a startup means being a real team player, ready to jump in and actively contribute to whatever the business needs at a given time. As well as your primary responsibility for social marketing, you're likely to be involved in customer service, sales and general help around the lodge in Tanzania.



## About You

- You will have strong proven skills in social media, including Instagram account(s) that demonstrate your ability, either personally or professionally.
- You'll be naturally confident and outgoing, happy in front of the camera and leading conversations.
- You'll be a strong communicator, with excellent spoken and written English.
- You'll be good with a camera and skilled in using Canva or similar software to create strong and effective Instagram content.
- You'll be naturally happy, positive and likeable.
- You'll see the opportunity to spend lots of time in Africa as a huge benefit of this role and not be fazed by being away from home.
- A personal interest in practising yoga would be helpful, but not essential.

## Salary & Benefits

- Attractive salary.
- All expenses paid travel to Africa (use of lodge facilities, safaris, adventures etc).
- MacBook, iPhone 15 Pro, camera/sound equipment as required for social media.
- A chance to be part of an exciting premium travel brand from the start.
- Performance bonus.

## Application

To apply, you must submit your CV along with a carefully considered covering letter that sets out clearly how you meet the criteria above and why you feel this is the right role for you to [opportunities@afrikeyogaretreat.com](mailto:opportunities@afrikeyogaretreat.com).

Your covering letter must be entirely your own work, and you should expect to be challenged on it at interview.