

The Executive Director works in conjunction with Master Yoga's committed and passionate Board of Directors towards achieving Master Yoga's vision and mission as well as directs the staff of Master Yoga in day-to-day operations.

The Executive Director, a business minded professional, understands and can interweave yogic principals into the day to day running of the organization.

To learn more about Master Yoga's vision and mission, visit:  
<http://www.svaroopayoga.org/master-yoga-foundation.asp>.

## Job Description

The Executive Director (ED) is responsible for implementing Master Yoga's vision, mission and goals, while ensuring the growth of the organization in a professional and financially responsible manner. The Executive Director plays a role in completing the organization's transition from a Founder (also Master Teacher) run organization into a collaborative and supportive relationship with our Master Teacher and the *Svaroopa*® Vidya Ashram ([www.svaroopavidya.org](http://www.svaroopavidya.org)).

The ED's specific responsibilities include, but are not limited to:

### *Work in conjunction with Board*

- Work with our Board to fulfill its governance function
- Give direction and leadership toward achieving Master Yoga's mission, vision, goals and objectives
- Present email and personal report at monthly Board teleconference call meetings
- Interfacing between Board and staff

### *Administration:*

- Direct human resources, according to authorized policies and current laws and regulations
- Manage administrative staff and Teacher Trainers including regular reviews, salaries, benefits, hiring, and dismissal.
- Direct Master Yoga's two facilities
  - Negotiate leasing contracts
  - Work with local facility staff to maintain daily functioning of facilities.
- Support Conference Director in planning and execution of the bi-annual *Svaroopa*® yoga Conference.
- Administer policy decisions from Board.
- Maintain Master Yoga's policies and procedures and change when needed.
- Oversee computer systems – ensure hardware and software are aligned with the organization's needs.

- Protect and enforce the service marks of *Svaroopaa*® yoga, *Embodiment*® yoga therapy, *Amaya*® Yoga Products and *YogaBody*® , for which Master Yoga holds the exclusive international license.
- Represent and negotiate on behalf of Master Yoga any new or renewals of contracts, leases or agreements.

### *Marketing*

- Work with marketing manager to create annual marketing plan for existing programs, new programs, and products with input from the Board.
- Work with staff to implement the marketing plan.

### *Fundraising*

- Create strategic fundraising plans and goals, with input from Mater Yoga's Master Teacher and Board, that are in line with yogic principles.
- Implement fundraising strategies.
- Engage the Board in fundraising.

### *Community & Public Relations*

- Assure the organization and its mission, programs, products and services are consistently presented in strong, positive image to relevant stakeholders
- Respond to students who have complaints, issues and problems that have not been resolved through existing policies and procedures.
- Manage delivery of publications and E-letters to Master Yoga members
- Act as spokesperson for Master Yoga and serve as ambassador to relevant organizations
- Maintain current relationships with other organizations and identify new organizations with whom to build relationships

### *Finance*

- Oversee the financial health of Master Yoga.
- Develop annual budget with input from Board and staff.
- Manage resources according to our budget, consistent with policy guidelines, and with current laws and regulations
- Provide monthly financial reports to the Board.
- Evaluate program pricing biannually.
- Direct Master Yoga's charitable activities, including researching areas of potential activity, reporting to the Board, and implementing the new programs.

### *Calendar and Program Management*

- Responsible for the timely creation of Master Yoga's course and teacher calendar with input from Master Teacher, Board and staff.
- Manage course and teacher calendar during the year, adding and canceling programs as needed.

### *Requirements*

- Attend monthly Board, Executive Board and Committee teleconference meetings.
- Attend bi-annual *Svaroopa*® Yoga conference. (October 21-24, 2011)
- Attend in-person yearly Board Retreat at Master Yoga's expense.
- Cultivate personal understanding of our purpose and product by:
  - Taking weekly *Svaroopa*® Yoga classes, provided by Master Yoga.
  - Taking Foundations of *Svaroopa*® Yoga within the first 3 months.
  - Create and submit a yearly yoga immersion plan.