Job Description: Virtual Retreat Experience Manager & TYMI Administrator

Location: Remote / Virtual

Commitment: 12 Hours per week

Term: Starting immediately (Focusing on the 2026 Season)

Reporting to: Director (Kru Gab)

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1. Core Objective

This dual-focus role is designed to drive "Digital Hype" for our 2026 Retreat Season while providing professional administrative support for the **Thai Yoga Massage Institute (TYMI)**. You are responsible for turning student interest into excitement and ensuring our professional members are supported and engaged.

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2. Key Responsibilities

A. "Hype" & Social Media Promotion (3 Hours Weekly)

- **Strategic Promotion:** Create and schedule high-impact posts, Stories, and Reels to sell the remaining spots for the September/October retreats.
- **Content Repurposing:** Utilize the school's archive to create "FOMO" and highlight the beauty of our Mallorca training locations.
- **Ambassador Coordination:** Act as the point of contact for 2026 Ambassadors, providing tracking links, brand assets, and creative direction.
- **Thailand 2026 Teasers:** Seed "Save the Date" announcements for the November Thailand Wellness Adventure.

B. Digital Onboarding & Student Experience (4 Hours Weekly)

- **The Onboarding Flow:** Execute pre-arrival email sequences. Ensure all registered students receive digital welcome kits and packing lists on time.
- **Community Moderation:** Lead the private "Class of 2026" WhatsApp/Facebook groups. Keep the energy high and facilitate student introductions.
- **Social Proof Management:** Organize and edit student testimonials for use in newsletters and marketing campaigns.

C. TYMI Institute Administrator (5 Hours Weekly)

- **Member Support:** Assist TYMI members in navigating the website features, managing their profiles, and resolving membership inquiries.
- **Growth & Enrollment:** Review, vet, and process new membership applications to ensure they meet Institute standards.

- **Event Support:** Provide administrative assistance to the Conference Committee for the planning of the **2027 AGM & Conference**.
- **Institute Visibility:** Manage TYMI's social media presence—creating professional content and engaging with the global healing community.

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3. Required Skills & Tools

- **Social Media Expert:** Proficiency in Instagram, Facebook, and TikTok.
- **Design & Video:** High competence in **Canva** and **CapCut** to create aesthetic, professional wellness content.
- **Platform Knowledge:** Experience with **Wix CRM** and member-area management.
- **Communication:** A "High-Vibe" communicator with a warm, professional tone that reflects the "Metta" (loving-kindness) philosophy.
- **Attention to Detail:** Essential for processing professional membership applications and Institute records.

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4. Weekly Breakdown Summary

Department	**Focus**	**Hours**
The School	Marketing & Hype	3 hrs
The School	Student Onboarding	4 hrs
TYMI Institute	Admin & Member Support	5 hrs
TOTAL		**12 hrs**