



Business Volunteers Unlimited is pleased to announce a Fellow Opportunity with *ZENworks Yoga*

ABOUT ZENWORKS YOGA

ZENworks Yoga is a Cleveland-based 501(c)(3) non-profit organization committed to supporting the mental and physical wellness of students, staff, and families in underserved schools and community organizations through mindfulness and yoga programming. For over 10 years, Zenworks Yoga has gained the trust of students, families, and faculty, through teaching and empowering today's youth to utilize mindfulness, breathwork, and movement tools to improve physical health and emotional resilience, methods which are scientifically proven to positively impact the nervous system.

FELLOW OPPORTUNITY

ZENworks Yoga is looking for a Fellow to lead a Brand Identity Revision Project that will play a pivotal role in redefining and revitalizing our brand's identity. They will oversee all aspects of the brand revision project, ensuring that our messaging, imagery, and materials reflect our commitment to supporting the mental and physical wellness of students, staff, and families in the communities we serve.

Marketing Fellow Role

- **Brand Review:** Conduct a thorough review of the current brand identity, including brand messaging, visual elements, website navigation, and marketing materials.
- **Content Editing:** Collaborate with internal team to refine and update brand language, ensuring consistency, clarity, and ensuring that it effectively communicates our mission and resonates with our target audience.
- **Visual Identity Enhancement:** Work closely with our team to refresh and enhance visual elements such as logos, color schemes, typography, and imagery, reflecting our commitment to wellness and inclusivity.
- **Website Navigation Improvement:** Analyze the current website navigation structure and user experience to identify areas for improvement and implement changes to enhance accessibility and user engagement.
- **Marketing Material Development:** Oversee the revision of existing and creation of new marketing materials, including flyers, donor development presentations and event materials, and digital assets, ensuring they effectively communicate our mission and programs to stakeholders and donors.
- **Cross-functional Collaboration:** Collaborate with cross-functional teams to ensure alignment of the revised brand identity with our programmatic goals and community needs.
- **Project Management:** Develop and manage project timelines, budgets, and resources to ensure timely and successful completion of the brand revision project.
- **Stakeholder Communication:** Communicate progress, updates, and challenges to key stakeholders, including team members, board members, donors, and community partners, to ensure support and alignment throughout the project.
- **Strategic Planning:** Develop a comprehensive strategy for revising the brand identity, aligning it with our mission of supporting mental and physical wellness through mindfulness and yoga programming in underserved schools and communities.



TERM

500 hours during 2024 (virtual)
Flexible time frame

STIPEND

\$10,000

QUALIFICATIONS

The ideal candidate will have significant professional experience in marketing, branding, and communications.

To be considered for this opportunity and to request application materials, please contact
Sarah Castle (scastle@bvuvolunteers.org)

The BVU Fellows Program matches the talents of highly skilled professionals with local nonprofits to engage in a transformative project that benefits the community.

For more information, visit our webpage:

[BVU](#)