



Digital Marketing Manager Job Description

WHO WE ARE

Hotpod Yoga is Europe's largest yoga brand on a mission to reinvent yoga for the modern world. Having grown to 50+ locations, across 8 countries and a customer base of over 100,000 people in only 6 years, the company is growing fast and is full of ambition. While the business has made great progress, we also recognise that we've got a long way to go. If we're to grow into a household name in key markets, and become one of the leading names in the fitness industry, we need to build a genuinely powerful brand with a team of highly talented people at its core.

Hotpod Yoga is founded on three key things:

1. Beautiful, innovative, pods - 20 person inflatable studios - that create the optimum yoga environment
2. A strong, consistent brand to attract the widest audience possible, taking yoga out of its niche and into the mainstream
3. A powerful franchise model – giving yoga instructors and entrepreneurs the opportunity to own their own Hotpod Yoga business

WHY WORK FOR US

To put it simply, it's a pretty great feeling to work with a group of people who all genuinely love what they do. It's a fast-paced environment (we know everyone says that, but we actually mean it) and with so many exciting projects, it means that even when hours are long, you'll go home feeling like you've really accomplished something. Being part of a small but supercharged team means that you'll have a lot of responsibility, so be ready to get stuck in. If you're looking for the kind of lacklustre job where you can skate by on minimal effort, this isn't the one for you!

PERKS OF THE JOB

- Great office environment
- Team activities
- Unlimited yoga
- Office dogs
- Free breakfast
- Healthy (and not-so-healthy snacks)
- Great coffee and a huge variety of tea
- Flexible hours
- Work from home when needed
- Generous holiday allowance
- Closed over Christmas break
- Health insurance



THE ROLE IN A NUTSHELL

HPY is a yoga company first and foremost, however we are a yoga company powered by innovative tech. We are looking for someone to evolve our digital ecosystem to continue to drive the business forward across all our owned and franchise studios.

This role involves the management and optimisation of Hotpod Yoga's paid media channels, website and app, email marketing and SEO.

WHO IS THIS FOR?

Hotpod yoga is a fast growth, exciting business - we're ambitious, driven and passionate about what we do. We want team members to share that ambition with us and be motivated to grow a great business – through our London operations and our franchise network, as well as into other business areas.

We are looking for someone who loves the detail and getting their teeth stuck into finding a solution across the full digital ecosystem. You will need to have a passion for delivering effective new customer acquisition strategies and be able to communicate all digital jargon in a way that is easily understood and engages our franchisees.

This role is very collaborative working not only within the marketing team, but also in partnership with Franchise Management, Commercial and Teaching teams.

We're a yoga business (obviously), and we all love a bit of yoga, but we're not evangelical... being a yoga obsessive isn't a prerequisite - but it's probably helpful if it's something you can get interested in and passionate about (you'll be surrounded by it, after all)!

WHAT WILL YOUR RESPONSIBILITIES BE?

Website and App

- Responsible for the optimisation of the website and apps, including assisting in completing analysis and auditing the user journey and user interface and recommending and implementing corresponding actions
- Good understanding of Google Analytics and ability to map behaviour flows
- Responsible for bringing new website and app features to life, including planning, project management, coordinating and managing design requirements and timelines, working with the development agencies, testing and deployment
- Responsible for updating content and features on the website and app across all franchises, working in collaboration with the Content Manager and the Franchise Managers
- Responsible for the implementation and upkeep of website tracking and analytics such as Google tag manager, Google analytics, paid marketing tracking



Paid Media

- Responsible for management and optimisation of paid marketing across the Facebook and Google advertising ecosystems
 - Franchisee onboarding
 - Media planning
 - Account setup
 - Campaign setup
 - Testing - technical tagging
 - Optimisation + Reporting
 - Dashboard - update and manage
- Responsible for the reporting of paid media performance and optimisations to all franchises that run paid media
- Responsible for franchisee education over paid strategy and implementation
- Upkeep of Google data studio dashboards and the corresponding integration with supermetrics
- Upkeep and implication of all paid tracking
- Working with various stakeholders and the marketing agency to deliver attribution reporting
- Working with the marketing agency to define strategy and approach for paid marketing
- Working directly with Facebook and Google to refine approach
- Identifying and exploring new paid opportunities

Email

- Responsible for the management and implementation of email marketing tactics across brand emails, newsletters, segmented retention emails and automated service emails
- Continuously explore new tactics to maximise open rates, reduce unsubscribe rates and maximise sales revenue
- Work closely with our Insights team to identify best email practices to enhance the overall customer HPY experience from booking confirmations, to email surveys, to delivering exciting brand news into their inboxes
- Collaborate with Content Manager to evolve the visual aesthetic and tone of our email marketing
- Strong understanding of Mailchimp

SEO

- Whilst not critical for this role, we would like you to have a good understanding of SEO strategy and implementation to ensure we are always ranking as high as possible across our owned studios, franchise studios, teacher training and new franchise opportunities

Salary

- £32k - £34k