



## **Marketing Manager Job Description**

We're looking for a Marketing Manager to be responsible for the planning and execution of our marketing and content strategies across all key touchpoints.

### **WHO WE ARE**

Hotpod Yoga is Europe's largest yoga business. Having grown to 50+ sites and a customer base of over 400,000 people in only 10 years, the company has goals to launch another 90 sites in the next three years.

The business is founded on three key things:

1. Beautiful, innovative, pods 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!

### **THE ROLE IN A NUTSHELL**

Reporting into the Head of Marketing, the Marketing Manager will be responsible for the planning and execution of our marketing strategies across all touchpoints, including creative briefing and content creation. Hotpod Yoga is first and foremost a franchise business, and while our central team is responsible for overall brand marketing, a huge part of this role is the development and delivery of highly effective, best-practice marketing solutions for our franchisees. This is a full-time hybrid role, with the expectation to work in our Brixton office 3 days per week.

### **KEY RESPONSIBILITIES**

#### **Content Strategy & Creation**

- Work closely with the Creative & Design Lead to plan, brief and implement creative campaigns that reinforce the Hotpod Yoga brand

- Create campaign guidelines to share with franchise network
- Contribute to the planning and execution of brand photo and video shoots
- Define content strategy across all touchpoints, including social media, email, website, app and more, working with Marketing Assistant to create additional content where needed

### **Copywriting**

- Write high level brand copy in line with brand guidelines, to support seasonal campaigns, ongoing brand awareness activity, and key BAU assets
- Support Marketing Assistant with copywriting, as well as review and approve copy across social media, email, blog, etc.

### **360 Marketing Execution**

- Support the Head of Marketing with the planning and execution of the brand and marketing strategy, developing comprehensive marketing plans to support wider business objectives
- Planning and execution of brand amplification activities, including events, partnerships and ambassadors, and PR activity, supported by an external agency

### **Franchise Training & Support**

- Provide a monthly marketing plan and guidance for existing network of franchise studios
- Deliver quarterly in-person trainings for newly signed franchisees covering all areas of marketing
- Constantly improve and refine existing marketing guidance across all channels
- Hold ad hoc training sessions throughout the year to support franchisees on areas where extra support may be needed

### **WHO IS THIS FOR?**

We're looking for someone with a solid creative and content background, but also more general strategic and executional marketing experience across all key marketing channels. This is an exceptionally collaborative role, which will support the growth and development of our Marketing Assistant, continually brief the Design Team on new creative ideas, and support our growing network of franchisees with local marketing best practice, providing in-depth training and guidelines. We want someone with creativity & dynamism, excellent attention to detail and a constant drive to improve and drive our brand forward.

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!

### **SALARY**

£40-50k, depending on experience