



Franchise Relationship Manager

We're looking for a new team member to join our London HQ and help support our growing network of franchisees around the world.

WHO WE ARE

Launched in 2013, Hotpod Yoga is Europe's largest yoga business. Having grown to 50+ locations (across the UK and a handful of international markets) and built an audience of over 400,000 customers, the business is well-established, a clear market leader but still full of ambition and potential.

As a brand we believe that yoga has an unrivaled power to make people feel great. So we created Hotpod Yoga to take yoga to more people and places than ever before - taking it out of the niche it inhabits in so much of the world and into the lives of millions of people previously untouched by, or uninterested in yoga. Chiefly we do this through two key things:

- 1) The unique Hotpod Yoga experience – a distinctly modern take on an ancient practice, HPY is an immersive experience that turns up the dials on a typical yoga class – introducing heat, scent, music and atmospheric lighting. This unique take, underpinned by patented innovation, both draws in new audiences of yoga practitioners and unifies the network of studios around one powerful, differentiated consumer proposition.
- 2) An empowered franchise network – the HPY franchising model is designed to transform yoga instructors into studio owners; trained and supported by Hotpod HQ, delivering consistent, proven best practice within an innovative, efficient and effective business ecosystem. The studios all have a local feel and a personal touch but are at the same time distinctly Hotpod.

Alongside the core franchise offering, we have 4 of our own sites in London, a Yoga Teacher Training business and an embryonic at-home, connected-wellbeing concept that we're continuing to develop.

THE ROLE IN A NUTSHELL

This role is all about forming close relationships with franchisees and helping them to build their businesses. Armed with an understanding of our best practices developed over the last 10 years, you'd be responsible for rolling out solutions, and providing day-to-day support to franchisees as they grow their businesses. It's a multi faceted role that is fast paced, high-pressure but also huge amounts of fun.

Some travel within the UK will be required to studios - approximately 15% of the time.

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 build a great business.

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 helpful if it's something you can get interested in and passionate about.

The role calls for someone;

- Who is confident giving support and advice to Hotpod Yoga studio owners to help them grow their business and navigate opportunities for growth
- Who has a keen business sense and who can easily navigate a P&L (preferred but not essential, the ability to also build a simple cash flow forecast)
- Who has a positive problem-solving attitude as they will work with franchisees to help troubleshoot common challenges
- Who is confident delivering training sessions on various topics to our network of franchisees
- Who is empathetic and can instill confidence and trust in people as well as build strong and lasting relationships with a broad range of people
- Who has excellent communication skills (both written and verbal)
- Who is willing to travel across the UK (approx 15 to 20% of your time will be spent visiting studios)
- Who loves being part of a small and collaborative team

Key focal areas of the role:

- Managing the relationship with a group of franchisees (up to 20 in total) to ensure they are both happy and successful
- Coordinating with the wider HQ team, who will develop campaigns, solutions and advice, that you will then roll out to the network
- Day to day support and troubleshooting for the franchise network in everything from marketing to studio operations, H&S, business planning and beyond
- Collecting feedback from franchisees and reporting back to the HQ team to improve and evolve how we support them
- Developing the franchise infrastructure and environment; we pride ourselves on constant innovation and improvement, and as we grow it's particularly crucial that we're improving our systems to keep pace

PACKAGE & PERKS

- Salary £30-35K depending on experience
- Private health insurance
- Company pension contribution
- Great office environment and flexible working
- Regular team events, employee recognition scheme, team lunches
- Unlimited yoga
- Generous holiday allowance

You can find out more about working at Hotpod Yoga [here](#)