**Reception|Marketing Assistant**

**Hours:** 24

**Location:** Studio based

**Salary:** Competitive

**About:** Breeze Yoga is a dedicated space devoted to Yoga and wellbeing, serving its local community for over 12 years. The studio consists of hot studio, traditional studio, 3 treatment rooms and a new Spin studio. Breeze is a true sanctuary amongst the hustle and bustle of Beckenham, situated just a two-minute walk away from Beckenham Junction Station and Beckenham High Street.

**Job description:**

This role is perfect for someone who is passionate about Yoga and wellness and is looking to work in the busy yoga studio environment, assisting with various tasks, whilst growing their marketing skillset. This is a hands-on role, which would suit an enthusiastic graduate or a new yoga teacher, who is keen to develop career in the wellness, work with like-minded people and embark on the marketing career. We are looking to grow our client base and strengthen our communities and are excited for the right candidate to utilise all the marketing tools at their disposal to support us in our collective growth.

**This is in-studio role.**

Our studio acts as a wealth of information for social media content and its through mentoring, experiencing the classes and other offering, as well as being fully part of our community and team that we see this role developing.

**General:**

* Working at the reception to get to know our member and clients and become part of our thriving community.
* Ensuring we consistently offer a superior client experience by following the studio protocols.
* Become familiar with our client management system, MindBody, and use if efficiently to extract relevant information for client or marketing tasks.
* Support the Studio Manager in purchasing for the Café and Studio and stock management.

**Marketing:**

* Help generate content for social media channels in line with the studio branding, showcasing the full breadth of services on offer including classes, spin, treatments, workshops.
* Creating video (reels) content in studio of yoga tutorials, teacher & therapist interviews, benefits of yoga/pilates/spin/therapy.
* Post fresh, new content on a regular basis.
* Posting announcements and promos.
* Interacting with customers and dealing with customers’ enquiries via social.
* Developing new social media strategies and campaigns with the Marketing Manager.
* Reach out to local brands to collaborate with.
* Maintaining the website and ensuring its regularly updated and news and promotions are displayed on the homepage and other relevant pages throughout the website.
* Assist in promoting our teacher trainings, workshops and courses by finding appropriate channels on the social media and local community groups.
* Help maintain integrity of the marketing database and working to ensure growth through internal and external collaborations and campaigns.
* Get to know the local competition and understand what makes Breeze different, identifying business opportunities and trends.

Requirements:

* Advantage will be given to candidates who have experience in yoga, as well as social media and marketing.
* Passionate about wellness, proactive and happy to learn and develop.
* Outgoing personality with a strong desire to provide great client service.
* Attention to detail.
* Ability to inspire others to work towards achieving the business’s goals.
* To be adept at writing wellness centred copy.
* To have an understanding of the MindBody booking suite, Wix & Canva (not essential, can be trained if required)
* Photo and video-editing experience is advantageous.