



Content Marketing Manager

Job Description

Who we are.

Hotpod Yoga is Europe's largest yoga business. Founded in 2013 by two childhood friends, Max Henderson (a strategy consultant) and Nick Higgins (a teacher) and now a certified B Corp, we want to take yoga to more people and places than ever before by doing two things:

Creating a yoga experience like no other.

We've set out to design an extraordinary yoga studio and build a strong brand – in a cocooning pod, with carefully engineered sound and scents and a consistent 37° warmth: the perfect conditions to stretch out and deeply relax a diverse audience – providing intense and immersive classes for the expert and novice alike.

Empowering Hotpod owners all over the world.

The Hotpod Yoga experience was designed to be shared. Not just with a broad range of students but with aspiring teachers: franchise owners who could share all of the brand's infrastructure, passion and innovation, and hit the ground running with their own Hotpod business. In 2024, there are over 60 Hotpod Yoga studios, and counting. They host thousands of classes a week, each one dispelling the idea that you have to be bendy to enjoy yoga. Or yogic to love Hotpod Yoga.

The role in a nutshell.

Reporting into the Head of Marketing, the Content Marketing Manager will be responsible for the planning and execution of our content strategy across all touchpoints, as well as creating in-house content and briefing external agencies. 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 content and marketing solutions for our franchisees. This is a full-time hybrid role, with the expectation to work in our Brixton office 2 days per week and frequently create content in and around our London studios.



Key responsibilities.

Content Strategy & Creation

- Define and implement content strategy across all touchpoints, including social media, email, website, app and more
- Work closely with the Creative & Design Lead to conceptualise, brief and implement creative campaigns that reinforce the Hotpod Yoga brand but also deliver on key marketing objectives throughout the year
- Create (shoot and edit) in-house social media content for platforms such as Instagram and TikTok, both paid and organic.
- Contribute to the planning and art direction of brand photo and video shoots, working with external videographers and photographers.
- Write copy to support key brand campaigns or, where necessary, brief external copywriters.
- Support London studio managers and UK-wide franchisees with content creation.

360 Marketing Planning & Execution

- Support the Head of Marketing with the planning and execution of the brand and marketing strategy, including coordinating events, partnerships and ambassadors, and PR activity, supported by an external agency
- With input from the marketing team, compile a monthly marketing plan and guidance for existing network of franchise studio owners

Who is this for?

We're looking for someone with a solid creative and content background, with some 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

£40-45k, depending on experience