



Franchise Relationship 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), 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 2025, 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.

We're also a B Corp. Whether it's inspiring people to step into their first yoga class or empowering a teacher to leap into the world of entrepreneurship, we're proud of the positive impact we have. But, beyond that, we always want to ensure that the way we do business is something we're proud of too. We look to maximise our positive social and environmental impact and reduce any negative impact in all we do, through every role.

The role in a nutshell.

This is a fast-paced, multifaceted role focused on helping our franchisees thrive. You'll be the go-to for a group of studio owners, offering guidance and support across everything from business planning to daily operations. It's hands-on, people-focused and deeply rewarding — especially for someone who enjoys building relationships, solving problems and getting stuck in.



Key responsibilities.

Pillar 1: Trusted Franchise Support

Build strong, trust-based relationships with up to 20 studio owners — becoming a reliable, go-to source of guidance. Offer personalised support, instil confidence, and be a steady hand as they navigate both the day-to-day and the bigger picture of studio growth.

Pillar 2: Operational Support & Problem Solving

Provide hands-on support across all areas of studio operations — from business planning and marketing to troubleshooting day-to-day issues. Deliver training sessions and help ensure every franchisee is set up for success.

Pillar 3: Network Growth & Continuous Improvement

Collaborate with the wider HQ team to roll out tools, campaigns and best practice. Collect feedback from the network and help evolve the systems, infrastructure and support we offer as the business grows.

Essential core skills and experience.

You'll need to:

- Be confident advising franchisees and helping them make the right calls for their studio
- Have a good grasp of business fundamentals – you can interpret a P&L and ideally build a simple cashflow forecast
- Be a natural problem solver with a can-do mindset
- Feel comfortable delivering training to groups, both in-person and online
- Be empathetic, supportive and able to build trust quickly
- Communicate clearly and confidently, both in writing and in person
- Be happy to travel across the UK (15–20% of your time)
- Love working in a collaborative, startup-style environment

Who is this for?

We're after someone who's passionate about helping people grow. Someone who gets a buzz from making things run better and loves being part of a small but mighty team.



You don't need to be a yoga obsessive (although it helps if you're up for a downward dog now and then). What's more important is that you're commercially savvy, people-focused, and up for the challenge of helping small business owners thrive.

The package.

- £30–35k salary, depending on experience
- Private health insurance
- Company pension contribution
- Flexible working and a great office environment (this is a hybrid role, with a minimum of 2 days per week at our Brixton HQ required)
- Regular team socials, lunches and employee recognition schemes
- Unlimited yoga
- Generous holiday allowance