



Brand and Marketing Manager

About Us:

The Reformer Studio is a leading chain of Reformer Pilates studios committed to enhancing well-being through innovative and effective Pilates practices. With a growing team of over 40 instructors and exciting expansion plans, we are dedicated to providing exceptional fitness experiences to our clients across the Midlands.

As we continue to expand our footprint, we are also committed to growing our educational arm, 'The School of Reform,' aiming to significantly increase the number of qualified Reformer Pilates Instructors not just in the UK, but worldwide.

Position Overview:

To lead The Reformer Studio's growth strategy, strengthen its brand identity, and ensure the business vision and ethos are consistently upheld across all areas. The Marketing & Brand Manager will provide leadership in marketing and brand development, mentor the marketing team, and support studio launches while helping franchisees uphold the highest standards as the business expands.

This role will involve travel so a full, clean UK driving license is required. The role is currently Midlands based but will expand to a UK focussed remit, and possibly overseas, so the ability to work away from home is essential.

Key Responsibilities:

Brand Identity & Standards

- Ensure The Reformer Studio's ethos, vision, and tone of voice are consistently applied across all studios, communications, and client touchpoints.
- Conduct regular reviews of marketing materials, franchise operations, and client engagement to ensure alignment with the brand's standards.
- Create and deliver training sessions to in-house teams and franchisees on maintaining the brand's values in all aspects of their operations.

Team Support & Leadership

- Collaborate with the Marketing Assistant to create and execute innovative campaigns to boost brand awareness and client engagement.
- Provide coaching and development opportunities for the Marketing Assistant, enabling them to take on greater responsibility and grow in their role.
- Work closely with the Executive Director and other team members to manage seamless processes for studio launches, ensuring effective communication and execution.



Growth Strategy & Franchise Development

- Develop and refine the franchise model to ensure alignment with The Reformer Studio's vision and business goals.
- Collaborate with the Executive Director to oversee the design, planning, and successful opening of new studios.
- Act as the primary mentor and advisor for franchisees, offering guidance on marketing, operations, and maintaining brand consistency.
- Identify and evaluate opportunities for brand growth through market research, partnerships, and strategic planning.

Client & Community Engagement

- Develop programs to enhance client experience, including loyalty initiatives, milestone celebrations, and feedback collection.
- Strengthen The Reformer Studio's position as a community hub through influencer partnerships, local collaborations, and studio events.

Experience:

- Demonstrated experience in brand management and marketing within the wellness, fitness or lifestyle sector.
- Understanding of the wellness and fitness industry or experience of working with a premium brand.
- Proven experience in leading successful marketing campaigns, including social media, content, and paid advertising strategies.
- Demonstrated success in scaling businesses and leading teams through growth periods.
- Experience in team development, mentoring, and franchise support.
- Experience of utilising analytics tools (Google Analytics etc)
- Strong portfolio showcasing content creation, campaign execution, and brand growth.

Qualifications:

- Degree in Marketing, Communications, Business or a related field (Advertising, PR etc).
- Postgraduate qualifications in Digital Marketing, Brand Management or Business Strategy would be advantageous.
- Project Management Certification (PRINCE2, Agile etc) would be advantageous.

Skills:

- Strategic thinking with a proven ability to align brand and business goals.
- Visionary leadership with a strong ability to maintain and replicate brand ethos.
- Strong knowledge of social media trends and emerging platforms.
- Ability to balance creative thinking with a customer-focused, strategic mindset, whilst aligning brand and business goals.
- Competence in budget management and optimising marketing spend.



REFORMER STUDIO

- Creativity in content creation and campaign ideation.
- Exceptional communication and leadership skills to guide a team and represent the brand externally.

What We Offer:

- Competitive salary (£35,000 upwards, depending on experience)
- Annual Reformer class package and discount on merchandise.
- Opportunity to work in a growing and supportive environment.
- Career development and growth opportunities within a dynamic company, including funded training through The School of Reform.

How to Apply :

If you're interested in this role and think you'd be a great addition to our team, reach out to lauren.scott@reformerstudio.co.uk and tell us why! Please send over your CV and any additional information by 28th February 2025.

This will be a three-stage interview process, consisting of an initial competency-based interview, a task led presentation interview, and a final interview, prior to offer.

The Reformer Studio is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.