

JOB DESCRIPTION

The PilatesBarre Marketing Intern is not only responsible for the overall experience of the clients and day-to-day operations of the studio, but has a specific emphasis on TPB's marketing relations, in-studio marketing and prints, and social media presence for the business. The Marketing Intern will focus on developing an organized social media calendar that positions The PilatesBarre as the top-of-the-line fitness experience it is.

KEY RESPONSIBILITIES

MARKETING

- Build out and create a social media calendar for the year taking into consideration events, promotions, concerts, trends, and any relevant happenings in the Dallas area
 - Work with team to implement all theme classes into the calendar that tie in with what is on the social media calendar
- Creating and posting one Instagram reel/TikTok per week through Sprout Social
- Working with staff members and instructors to acquire videos, photos and other forms of content for Instagram stories daily and ensure exposure of all instructors and new class times
- Organize all TPB photo and video content in Dropbox
- Utilize platforms like Canva, Adobe InDesign, Graphic Zoo, Sprout Social and SociaTap to create and share curated content to elevate TPB's online presence to current and prospective clients
- Assist in creation and execution of future TPB Challenges via in-studio prints and sign-ups, BrandBot emails, and client engagement tactics
- Discover and create opportunities for The PilatesBarre to be involved in community events and partnerships; represent The PilatesBarre and participate in events on and off-site

STAFF MANAGEMENT

- Manage and communicate with front desk staff at all studios
 - Overseeing client attendance, managing inventory, updating payment information and announcement boards
- Assist the Studio Management in daily studio tasks, projects and deliverables
- Train and mentor front desk assistants through daily tasks, sales techniques and problem-solving

STUDIO MANAGEMENT

- Responsible for managing overall studio maintenance

- Basic troubleshooting of BarreFormers and Treadmills along with communicating steps taken towards resolution to upper management staff
- Ensure that all merchandise and supplies are replenished, organized and aesthetically presented within the studio
- Must have the ability to drive sales, retail and payment plans through customer relations and daily interactions

CLIENT RELATIONS

- Greet and check-in clients including new registrations, accepting and reconciling payments, reviewing class equipment
- Answer emails and phone calls in professional manner while utilizing resourcefulness and business acumen
- Deliver exceptional customer service by addressing and resolving customer concerns in a professional manner

REQUIREMENTS

- Understanding of marketing in order to execute outlined tasks
- Recognize gaps in advertising and marketing at TPB and capitalize on the opportunity to better support those areas
- Strong customer service and social interaction skills demonstrating patience & cooperation
- Passion for fitness and a genuine interest in the care and well-being of clients
- Strong attention to detail and accuracy
- Highly organized and ability to prioritize and meet deadlines
- Trustworthy and ability to handle confidential information
- Work as a member of a cohesive team with all staff members
- Professional, punctual, reliable, and neat
- Ability to open and close studios as well as work independently and report to Studio Manager
- Must be able and willing to travel between studios (University Park and Devonshire locations)

Shifts include early mornings and/or evenings and weekends. Holiday availability and weekends required. Must be flexible to stay late and accommodate changes in studio class times.

FULL-TIME: 40+ hours per week