BRAND MARKETING MANAGER

As Heartcore's Brand Marketing Manager you'll be integral in developing, and fully responsible for delivering on the company's complete marketing strategy – ensuring brand integrity across all product categories and channels, with a weighting towards digital.

Working with a small, passionate core operational team to help refine the vision, brand architecture, guidelines and KPI's. Responsible for the development and roll-out of all marketing calendar activations, whilst simultaneously managing the 360 communications, data analytics and insights to propose new initiatives in line with business objectives and plans for growth.

ROLE & RESPONSIBILITIES

- Develop, implement and manage an innovative omni-channel marketing calendar, ensuring alignment with business and communications objectives.
- Manage all marketing communications ensuring teams are engaged and supportive of the overall success of the marketing calendar activations.
- Manage the annual marketing budget, ensuring efficiency and effectiveness of spend in reaching objectives.
- Ensure the brand is consistently communicated across all owned and partner channels.
- Liaise and collaborate with partner agencies (creative, technical, PR), and brands.
- Manage the production of any creative assets required to support marketing initiatives, ensuring a cross functional approach.
- Collaborate with the studio teams in helping to drive all local marketing initiatives and communicating campaigns and launches effectively.
- Report on, and carry out full post campaign analysis of any marketing activity, including recommendations.
- Generate relevant reports to understand behaviours in seeking to improve sales, conversion and retention rates.
- With the support of CRM data, develop effective and segmented cross channel direct marketing communications (loyalty programme etc.)
- Help to develop and manage the company loyalty program.
- Collaborate with the ideation of promotional activities to increase awareness and sales.

Essential Experience + Qualifications

- Minimum 3 years experience, preferably with a background in Health or Wellbeing.
- 360° comms experience with a skew towards digital including eCRM and Social.
- Experience within a fast-paced and service-driven environment.
- Broad skill set including agency and budget management with good numeracy and analytical skills.

You are...

- Focused on meeting objectives, targets and delivering results.
- Committed with a willingness to go above and beyond.
- Exceptional with your organisational skills together with proven people management capabilities.
- Tech savvy, hands-on and agile.
- A 'natural' in living the Heartcore ethos and values.
- Self-motivated, confident and passionate in your field.
- Curious, innovative and ambitious with a growth mindset.
- Eligible to live and work in the UK.

We offer...

- Salary £40k-£45k with discretionary company bonus.
- Welcome class pack.
- Invitation to social and wellness events.
- Discounts with partner brands.

Please share a brief 'why' you'd love to join the team – together with your CV to marketing@heartcore.co.uk

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About us

Pioneering the boutique fitness scene since 2007, Heartcore thrives today with ten iconic London studios, a strong, inspirational and powerful 'glocal' community, and an amazing team of skilled, compassionate and magical people. Founded on a spirit of passion and care, Heartcore prides itself in creating exceptional experiences on every level with a powerful soul-to soul culture and a strong focus on alignment, both physically and emotionally. Redefining mind + body movement through our award-winning Dynamic Pilates method, our approach to fitness is accessible, effective, smart, welcoming, and inclusive... putting the Heart to the Core!

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Dynamic CoreFormer™ Pilates - Strength + Conditioning (TRX and Kettlebells) - Indoor-Cycling - Dynamic and Restorative Yoga - Barre - Ritual - Personalised Training - Workshops and Events.