



HEAD OF COMMUNITY + EXPERIENCE

As Head of Community + Experience at Heartcore, you'll be responsible for raising, driving and strengthening the brand's identity in engaging, creative and aspiring ways within the experience (event and workshop) space. This role speaks to both internal and external audiences and spans the breadth of the current company offer, with an objective to use this as a platform to help establish Heartcore as the holistic lifestyle brand of choice.

You are a people and industry leader, collaborating with senior management to define and create the London strategy in driving guest acquisition, retention and business results. Developing a robust schedule of experiences alongside grassroots community work. Understanding the London market and driving business results across a studio portfolio of 10, and the wider 'out of studio' community to our @work (Corporate) and hospitality/lifestyle partnerships.

ROLE + RESPONSIBILITIES

- Creation, hands-on delivery and evolution of a company-wide, commercially-led experience programme.
- Champion the brand story, co-developing the experience value proposition for internal and external audiences.
- Leading the day to day management of all workshops and events, from concept and strategic planning, briefing, design, delivery, budgetary control, post-evaluation and implementation of any initiatives that see the process, team and offer continue to thrive with impact and purpose.
- In collaboration with senior management, create, lead and execute on your market plan and local strategy. Developing KPI's with clear ROI metrics in line with the business objectives, with regular reporting to track and measure.
- Liaise and leverage relationships with key players in the community and report regularly on market information to senior management – seeking to optimise and align experiences with the local communities.
- Elevate communities with authentic relationships and inspired leadership.
- Supporting the studios with a community 'black book', identifying and creating key relationships in the market.
- Work cross-functionally with the core, and studio teams to build brand awareness and market development.
- Be a great coach, guiding and inspiring the studio and guest relation teams in sharing (and selling) community experiences.
- Collaborate with the marketing team to ensure data capture is optimised and effectively planned in to marketing initiatives.
- Co-ordinate staffing requirements and operational set-up for all event experiences. Handling suppliers, guest queries and troubleshooting to ensure the smooth running of any event.

Experience + Qualifications

- Experience in community relations, PR/marketing, sales and/or guest experience.
- Degree in business or marketing an asset.
- Event programming and management (indoor and outdoor).
- People and project management.
- Relevant industry, with hospitality experience advantageous.
- Preferably degree level education in a relevant subject, or equivalent qualification.

You are...

- A people-lover, leader, team player and naturally engaged in the community.
- Flawless in communication with excellent written and verbal skills.
- A planner and financially astute – accurately scoping projects, setting objectives, goals and measuring.
- Driven, self-motivated and results-focused – a true passion to deliver outstanding results with excellent attention to detail.
- Passionate about leading new concepts, trying new things and sharing the Heartcore culture.
- Organised – rallying resources, orchestrating multiple activities and using resources effectively.
- Outgoing, good-humoured and an active listener.
- Curious and ambitious with a mindset of growth and continual improvement.
- 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 community@heartcore.co.uk

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.