



Studio Manager

COMPANY MISSION

Through various styles of yoga, Yoga Hive nourishes minds, strengthens bodies, and deepens souls through guided yoga practice and meditation. The Hive strives to provide classes suitable for all bodies, ages, abilities and budgets. Members span generations and contribute to the cultivation of a supportive yoga family.

Yoga Hive—like the bumblebee—represents spirituality, celebration and community. Just as the bumblebee visits a hive to store nourishment and cultivate a family, the Central Wisconsin community congregates at Yoga Hive in the same way.

POSITION

Yoga Hive is seeking a Studio Manager to oversee our Work Exchange team, manage the guest experience, oversee collaboration initiatives in the community, and coordinate the weekly and seasonal schedule with our team of exceptional yoga instructors and the owner.

The Studio Manager will serve as the main point of contact for guests and work exchange staff. He/she will be responsible for their overall experience and database management of their accounts and act as an educator to both guests and staff in regards to on-going and new programming, as well as retail offerings.

DETAILS

This position is paid hourly. The position requires a minimum of 10 hours a week, but could be upwards of 60 hours per month. Although this position is flexible, and much of the work can be done remotely, it does come with the expectation of working a combination of days, nights, holidays and weekends.

RESPONSIBILITIES

- **Programming:**
 - Become familiar with different styles of classes on Yoga Hive regular schedule to be able to field guest questions and direct to appropriate class.
 - Become familiar with all regular and special programming to educate guests and staff on offerings.
 - Meet weekly via Zoom with the Yoga Hive Owner(s) to problem solve or address areas of concerns, to maintain accountability and discuss weekly/monthly initiatives.
 - Assist with seasonal schedule changes by pulling in all teacher availability and proposing a schedule for the owner. Oversee the updating of the MindBody system once the owner approves the final seasonal schedule.
 - Jan-May (gauge availability in November)
 - Memorial Day to Labor Day (gauge availability in late April)
 - After Labor Day through Jan 2 (gauge availability in mid August)



- **Staffing:**
 - Manage Work Trade/Karma Crew staff and their responsibilities, including training new cleaners and assuring cleaning is covered when the Karma Crew is out of town.
 - After a new instructor is hired by the owner, train that new instructor on the ins and outs of each studio and the Mindbody software (opening/closing), including getting them a key to each studio if needed.
 - Assist instructors with finding subs when they've run out of options — changing classes in the schedule when needed

- **Maintenance:**
 - Ensure proper upkeep of studios, including executing maintenance and cleaning schedule of the studio.
 - Oversee maintenance issues at each studio as they arise, at times fixing things independently, or working with the owner to hire the appropriate contractors

- **Finance and Software:**
 - Develop an in-depth understand of our business management software, MindBody Online (MBO); resource MindBody Online support for technical issues and problem solve independently.
 - Sorting cash from the studio bi-monthly, and reconciling the cash with MindBody and our accounting team.
 - When the owner is out of town: Preparing cash for regular deposits, and bringing cash to the Accounting office.

- **Retail:**
 - Manage all retail coming into the studio, putting it into the system, pricing each piece and making sure adequate stock is at each studio.
 - Place retail orders when necessary and approved by the studio owner.
 - Manage all sales, stickers, signage, and promotions within each studio, assuring information about any promotions is disseminated to the staff, too.

- **Guest Services:**
 - Maintain a Yoga Hive email address provided to you.
 - Manage all client accounts and customer service-oriented aspects of accounts, including but not limited to monthly billing, membership cancellations, client retention, etc.
 - Utilize MindBody Online database as tool for reporting, scheduling, inventory, events and other needs.
 - Respond to all general inquiries, via phone and email, in a timely and professional manner



- Primary responsibility for the 'back end' support of MindBody Online, including scheduling classes, events, retail, etc. to ensure easy and accurate registration process for clients

- **Marketing**
 - Support marketing strategy for all Yoga Hive events, special programming and retail offerings through various online platforms, including but not limited to social media, the website, and online listings
 - Oversee the marketing to-do list for any upcoming workshops/events:
 - Initial items:
 - Coordinate event/workshop details with the owner
 - Put event in MBO, adding new pricing if needed – check online schedule to assure everything appears correctly
 - Pull the link from MBO for the pricing option and save that for use on social/mailchimp
 - Make flyer in Canva – get approval from Owner
 - In studios:
 - Print copies of flyer if needed, post in the studios and coordinate with workshop instructor to post those around town (ideally having the instructor post them beyond the studios)
 - Add event to Calendar within studios
 - Add event to weekly call agenda for the Owner (Monday tab)
 - Social Media:
 - Make a Facebook event through Yoga Hive Montana facebook page
 - Schedule stories/posts via Instagram and Facebook promoting the event all the way up to the day of.
 - Mailchimp:
 - Put completed flyer in new (or existing) campaign draft within Mailchimp, and link the image to the workshop/event pricing option
 - Maintain listings through:
 - Google +, Yelp, Trip Advisor, Facebook and Instagram
 - Develop and maintain (and share) a social media calendar using Monday.com
 - Focusing primarily on Instagram and Facebook
 - Develop a list of hashtags to increase visibility for posts
 - Coordinate Yoga Hive stories
 - Use Canva to produce collateral when needed, approval via owner.
 - Assure the studios always have updated schedule cards, and oversee the flyering responsibilities (delegating flyering when necessary)
 - Update website using Weebly, enhance SEO