



Position Title: Coordinator, Marketing, Content Creation and Communication

Reports To: CEO, The Hot Room

Position Type: Full-Time – hours vary, and some holidays required

MISSION STATEMENT

At The Hot Room, we create a community where anyone, no matter your ability, will feel safe and inspired to heal and strengthen your body and mind. Our studios will always be positive, welcoming, and challenge you to live your best life.

ROLE OBJECTIVES

The Hot Room is a growing, mid-west based, hot yoga and pilates studios with locations in Indianapolis (2), Fishers and Bloomington in the State of Indiana and one location in Glenview, Illinois. Rooted in the understanding that community is a key factor to help support the growth and development of people of any age, shape and size, we utilize yoga and pilates to help create a sense of belonging, ownership and pride in the communities we exist.

The Hot Room is hiring a leader to coordinate all marketing, creating content and communication. We are looking for someone who loves writing, graphic design and social media. This individual has a passion for learning and enjoys everything from quick plug and play efforts to more planned out campaign coordination from creation to execution. This position helps to support and drive client engagement, conversion of new clients to members and driving sales for all our heated fitness products, retail as well as our on-line offering – The Hot Room Now. Our ideal candidate enjoys the excitement of a very fast-paced environment.

In this role, you will be expected to:

- Create content (written, graphic, etc.) and design while staying connected within a dynamic organization that drives new clients into our studios, retains our current members and builds our brand as an authority in the boutique fitness studio industry.
- Convey enthusiasm and excitement about the products and services offered at The Hot Room and The Hot Room Now to help us hit company goals and key performance indicators.

DIGITAL AND PRINT GRAPHIC DESIGN

Create engaging and on-brand graphics for a variety of media with the goal to inspire and attract existing and potential clients. The goal is to inspire and attract the target audience and to support sales to convert new clients to members and to enhance the experience for existing clients.

- Develop illustrations, logos and other designs using software or by hand
- Work with department leads, retail team and studio managers to develop and support promotions
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand



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- Familiarity with design software and technologies (such as but not limited InDesign, Illustrator, Dreamweaver, Photoshop)

CONTENT CREATION AND SOCIAL MEDIA SUPPORT

- Writing, reviewing, editing, and updating content for company websites, blogs, marketing materials, and similar platforms.
- Conducting research and interviews to support current trends and topics to produce engaging value ad content for existing customers and future customers.
- Develop and curate engaging content for social media platforms.
- Assist in the creation and editing of written, video, and photo content.
- Maintain unified brand voice across different social media channels.
- Collaborate with team leads and studio managers to develop a content calendar
- Monitor social media channels for industry trends.
- Collaborating with internal departments to establish campaign objectives, complete tasks, and identify and solve problems or areas where support is needed to meet sales and marketing goals.
- Review analytics and create reports on key metrics.
- Suggesting new ways to promote company offerings and to reach consumers.

CAMPAIGN COORDINATOR

- Participate in the development and execution of a communications calendar encompassing all communications and platforms including print, digital, and social.
- Responsible for the development and implementation of social media campaigns including creating the content and maintaining The Hot Room's presence on Facebook, Instagram, and YouTube.
- Support marketing objectives by securing pictures, client stories, and testimonials.
- Promote and provide marketing support to individuals, groups, and team leads as well as studio managers.
- Know and adhere to organizational policies and procedures, and work as an integral member of The Hot Room sales and marketing team.
- Keep current in emerging trends and skills related to digital and social media marketing to maintain best practices in marketing and communications efforts.
- Perform other duties as assigned

REQUIREMENTS/QUALIFICATIONS

- Preferred education and experience:
 - Minimum education of a bachelor's degree in a relevant field.
 - Minimum experience of two years in a similar role.
- Background in communications and writing: Excellent writing skills and the ability capture stories and engaging content and publish them.



- Thriving in a dynamic environment: Ability and desire to actively collaborate with people across the organization.
- Good project management skills: Ability to meet deadlines while juggling several priorities and keeping the high-level vision in sight.
- Curiosity regarding yoga and fitness
- Genuine interpersonal skills: Ability to effortlessly build relationships and keep contact with team leads and studio managers

Total Compensation between \$40k and \$50k