



Marketing Coordinator

WHO WE ARE

We are PULSE House of Fitness, an innovative, barrier breaking company that delivers smart, effective, group fitness classes with incomparable customer service and 5-star amenities. Our 30-minute classes are designed to accommodate any schedule, our coaches foster a high-energy, inclusive experience and our food and beverage partners make sure you get to keep as much of your greatest resource, your time!

We have three core values at PULSE - providing our clients with the tools and coaches to leave each class feeling better than they did before; creating a positive environment for all guests and team members through innovation and education; and giving back to our local community by partnering with local businesses like ourselves.

WHY WORK AT PULSE

We also believe in taking care of our people. We take pride in providing our team of instructors with the tools they need to succeed:

- Paid training and development courses
- Generous benefit packages
- Competitive pay
- Flexible schedules
- Positive working environment fueled by collaboration and teamwork

We're on the hunt for like-minded, talented individuals with an entrepreneurial spirit who are passionate and hungry for creating, developing, and executing unexpected ideas. If

that sounds like you, we'd like you to be a part of our team where you can have a front seat to the beginning of the next revolution in fitness!

THE JOB

We have structured our studio such that each individual team member, regardless of role or experience, will be trained in all aspects of running a successful studio. This will ensure our staff is always capable of pitching in where needed (and employees can earn extra hours if they prefer) and thereby create a collaborative working environment. We are looking for team members with the passion and ambition to develop their knowledge and experience in our fitness revolution, to consistently deliver a five-star experience to each of our guests and always having the positive attitude of pitching-in in the name of teamwork.

RESPONSIBILITIES

- Email Marketing – Write, design, and send weekly email newsletter and special announcements.
- Social Media – Manage PULSE Facebook and Instagram presence, including posting and responding to engagement. Build following and engage with others' profiles.
- Guest Reviews – Monitor Yelp, Google, Facebook, and TripAdvisor for reviews. Respond to reviews and alert managers to any noteworthy concerns. Track for patterns and trends. Capture any noteworthy positive reviews for use on social media.
- PR and Influencer Marketing – Conduct outreach to press and influencer contacts. Facilitate reporter, blogger, and influencer visits to the studio. Track for mentions via Google alerts. Update website with new clips and share through social media.
- PULSE Events – Support PULSE events - both in-studio and in the community as required, including booking events, organizing and ordering supplies and materials, creating event checklists, staffing events, taking pictures, and conducting any necessary follow up.
- Private Events – Activate private events and karma climbs, including coordinating with other team members to respond to requests, coordinate dates and logistics, coordinate development of promotional materials as necessary, and serve as the hosting customer's primary point of contact for the event.
- Awards – Track for award opportunities, draft submissions, and activate PULSE networks for "popularity contest" style awards. Track for and promote wins as appropriate.

- Website Management - Update content on website as needed, track Google Analytics, and post blog posts.

QUALIFICATIONS

- Enthusiastic about group fitness classes and enjoy creating and delivering new, fresh and innovative group classes. Passionate about health, fitness, wellness and/or sports.
- Eager to learn and excited to continue growing professionally. We're looking for like-minded individuals that are ambitious to grow themselves and those around them.
- Commitment to impeccable customer service and quality guest experience. Welcoming, energetic, community driven, friendly, and outgoing.
- Professional, prompt, strong interpersonal communications, and team player.
- Attention to detail and ability to multi-task/prioritize (and re-prioritize considering the fluid dynamics of a startup).
- Flexible, adaptable, can-do attitude.
- Experience in social media marketing for business and with online marketing applications.
- Strong writing and project management skills.
- Willingness to work evenings and weekends.
- Graphic design experience and knowledge of the Adobe Creative Suite is a plus.

TO APPLY

To apply for this position, please submit your resume, cover letter, and list of references to workout@pulsehousefitness.com.

This is a full-time salaried position. All full-time employees are entitled to our generous benefits package, complimentary club membership and discounts on services, products, and much more.

Please note that all candidates must be already authorized to work in the United States. PULSE House LLC is an equal opportunity employer.