

Role Description: Studio Growth & Community Manager

Location: Doylestown, PA (Hybrid)

Hours: 15–20 Hours per week (Flexible)

Starting Rate: \$20.00 / hour (With potential increase based on growth)

Overview

The Studio Growth & Community Manager is the gnomazing "heartbeat" of our studio's outreach. Your primary mission is to build deep, lasting connections with our community and convert interest into a thriving student base. This is a hybrid role that combines creative digital marketing with high-touch personal outreach. You aren't just managing a space; you are growing a movement.

Primary Responsibilities

1. Family Connection, Lead Conversion and Outreach (60% of focus)

- **Follow Up:** Personally reach out to see how their child enjoyed the experience, answer questions about our programs, and guide them toward the right multi-class pack and programs.
- **Check-In:** Celebrate families as they progress, sending a personal note when students hits a milestone (like completing their first full month or finishing a seasonal session).
- **Innovative campaigns :** Proactively reach out to families who haven't registered for a new session or visited the studio in 30+ days with personalized, warm check-ins and tailored invitations to return.
- **Inquiry Management:** Monitor all incoming inquiries (Instagram DMs, Website forms, emails) and act as the main point of contact to welcome curious parents and help them
- **Local Partnerships:** Identify and reach out to local businesses (cafes, preschools, children's boutiques) for cross-promotional opportunities or community-driven events. (like local fest, summer camps collabs and such)

- **Event Support:** Assist in the planning and promotion of studio Open Houses and special seasonal workshops.

2. Digital Marketing & Storytelling (40% of focus)

- **Social Media Management:** Create and post 3–4 high-quality Reels/posts per week that capture the unique, whimsical vibe of the studio.
- **Community Newsletters:** Design and distribute a bi-weekly newsletter via Wix, highlighting upcoming workshops, seasonal camps, and studio updates.
- **Website Update:** Ensure class descriptions, schedules, and pricing are always accurate, clear, and inviting for busy parents.

Success Metrics

- **Family Conversion:** Increase the percentage of first-time visiting families who purchase **class packs and seasonal sessions**.
- **Retention Rate:** Keep current families coming back session after session through consistent, thoughtful communication
- **Email Engagement:** Maintain high open and click-through rates on all studio communications.

Qualifications

- **The Vibe:** You are self-motivated. You don't wait to be told what to do; you see a family who hasn't been in a while and you *want* to check on them. You are naturally warm, empathetic, and genuinely enjoy connecting with kids, families and parents. You "get" the magic of what we do and can communicate it with heart
- Proficiency in Canva (design), Wix (email/web), and Instagram/Facebook Reels.
- Excellent written communication is a must.
- You see the BIG PICTURE and apply yourself to the vision!
- Yoga knowledge is a BIG PLUS
- Marketing experience of at least 2 years
- You are a whimsy rock star!