



## Studio Director

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*“New York Pilates is about community and creating a space where people feel at home, leave their day behind and get into their bodies” - Heather Andersen, Founder & Owner*

*New York Pilates is a contemporary, music-driven ass-kicking Pilates studio that is focused on sculpting bodies. Each month, approximately 12,000 people visit our studios in search of the best pilates classes in the most beautiful setting. NYP, founded in 2013, is proudly independently owned and operated by wife and husband Heather Andersen and Brion Isaacs. Together they've created a new wave of Pilates lovers by designing beautiful spaces for the classically inspired workout, curating a culture of positivity, and playing fresh tracks. The company continues to double in size year over year, growing studio locations, product offerings, and devoted NYP clients.*

The Studio Director will be responsible for driving revenue, managing daily studio operations, and cultivating a positive environment that bring the owners' vision to life. They will manage the team of studio reps' and studio caretakers' overall performance and help to build a world class hospitality atmosphere. The Studio Director will develop and implement plans to maximize sales that exceed goals and objectives.

This is a full time position that will include weekend and holidays.

Reporting Structure: The Studio Director will report directly to the Director of Operations.

### Hospitality & Service

- Create upscale atmosphere that is hospitality driven and focused on client satisfaction.
- Create suggestive selling strategies that are aligned with hospitality goals.

### Operations & Facilities

- Responsible for all aspects of day-to-day studio operations and maintaining operating budgets.
- Identify and respond to facility, maintenance, and technology issues.
- Able to communicate needs effectively through digital platforms like Slack, When I Work, etc.

### Class Schedule Programming

- Analyze class performance and recommend strategic changes to Director of Product.
- Manage MindBody studio specific schedules and ensure accuracy.

### Talent Development

- Develop Studio Rep behaviors that impact client experience and grow revenue.
- Accountable for managing all aspects of Studio Rep & Caretaker performance, training programs, and annual review cycles.
- Collaborates with HR and Operations teams to hire top talent.



#### Revenue Generation

- Increase top line revenue that exceeds company goals by driving client attendance and retention
- Responsible for financial performance of studio; works closely with Finance Department to impact P&L.
- Identify business opportunity areas in individual studio and market

#### Marketing & Branding:

- Develop B2B relationships that grow local marketing presence; activate on lead generation opportunities.
- Collaborate with Brand Department to execute strategies that increase client attendance such as targeted outreach, health fairs, etc
- Work with teams to create strategies that increase existing client retention and attendance goals.

#### Merchandise:

- Responsible for monthly retail sell-thru performance, conducting monthly inventory audits, and all aspects of receiving product.

#### Role Requirements:

- Available for morning and evening shifts, including weekends and holidays
- 3+ years in studio management or leadership position in fitness, retail, or hospitality industry
- Bachelor's degree
- Embody an entrepreneurial spirit
- Be proactive and forward-thinking
- Love interacting with people (and pilates!)

#### Our Offer:

- Competitive Salary + bonus
- Health benefits (medical, dental, vision)
- Paid vacation & sick time
- 401k plan
- Commuter benefits
- Complimentary Pilates membership!
- Tuition assistance
- Retail discount