

Friday, March 15, 2019

General Manager & Head of Sales @ Pure Barre NYC

Company: Talent Hack

Location: New York, ny

Compensation: Commensurate with experience.

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General Manager & Head of Sales @ Pure Barre NYC

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Summary of Role

The GM/HOS will oversee all studio functionality from sales to studio operations and will be a key influencer in building the Pure Barre brand in NYC. The GM/HOS position will manage all studio leads and desk staff and will report to the Operations Manager. General Manager must be available to attend Franchise GM training April 29 - May 1, 2019 in the NYC area.

Job Requirements/Expectations

Sales

Generate new leads using grassroots marketing, networking and paid social media campaigns
Implement sales process to schedule prospects into introductory classes
Utilize POS system (MindBody/Hello Managers/Club Ready) to generate sales, run revenue and sales reports, track client journeys and identify opportunities to grow client loyalty
Lead the front desk sales team to meet/exceed specific membership goals at organization and studio level
Set staff-wide and individual membership goals, track and communicate interim progress
Calculate month-end commission totals for front desk sales team and submit to payroll manager

Leadership

Delegate non-essential duties to studio leads, front desk sales team and teacher training team
Schedule and lead monthly and quarterly studio lead and front desk sales team meetings
Communication - give and receive coaching within sales team, and serve as a liaison to filter information to the Operations Manager and Owners
Understand the Pure Barre technique, and communicate regularly with the teacher training team to ensure that the technique is being delivered consistently and effectively

Staffing and Scheduling

Interview and hire all new front desk sales staff
Schedule all new front desk sales staff trainings and shadow shifts with studio leads and appropriate desk staff members
Maintain training procedure and frequently review with Studio Leads, update Owner and Operations Manager as necessary
Update online front desk manual as needed
Adjust class and desk schedule for holidays, trainings, private sessions, etc.
Keep constant eye on front desk schedule and class schedule for inaccuracies
Find substitutes for empty shifts in the event of a staffing shortage

Merchandise

Work with Operations Manager and Studio Leads to strategically plan what product is needed and execute orders to support client needs
Place retail orders for all studios
Change out retail floor and design display weekly
Oversee inventory on Mindbody/Club Ready and move between studios if necessary
Strategize clearance sales quarterly (Instagram, eBay, bargain bins) to offload stagnant merchandise

Social Media

Schedule daily Instagram and Facebook posts and stories, incorporating relevant/ trending hashtags and links to drive traffic and engagement
Develop and maintain relationships with strategic influencers in exchange for posts and engagement
Work with operations manager/consultant to create and manage paid social posts
Coordinate with staff and clients to generate content: retail photo shoots, class pictures, testimonials, etc.

Special Events and Partnerships

Organize and staff on-site pop-up classes, trunk shows, in-studio food samplings, etc. in partnership with Social Media coordinator

Attend events and book new leads, sign up new members and close immediate sales
Identify, follow-up with and track sales leads generated from event

Emergency and Crisis Management

Manager is able to quickly and calmly evaluate a problem and come up with a solution in the moment, particularly with clients present. This is often via phone with the desk. Examples: water leaking from pipe in ceiling onto client in full class, mic dropping out in the middle of class, no show desk for early AM class.

Building/Studio Maintenance

Schedule repairs and maintenance with handy person or outside expert.
Ensure Studio Leads are properly scheduling and executing regular cleanings
Coordinate with cleaning company for weekly cleanings of USQ, bi-monthly at UES, carpet deep cleans at all studios as needed.
Be an expert on all 3 sound systems and back-up system

Time Requirements

Approx. 30 hours scheduled in-studio time per week, including 1-2 weekends per month on call (rotating with Studio Leads)
Required to be present at special events
Responsible for all last-minute needs at all studios that aren't able to be delegated to Studio Leads or Facilities Manager (i.e. broken microphone, no-show teacher, etc.)

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