

## **Yoga Manager – The Life Centre (Part-Time)**

The Life Centre is one of the UK's oldest and most respected yoga centres with two locations in London and one in Manchester. This exciting and important new role will have overall responsibility for yoga at The Life Centre.

Reporting directly to the Business Manager, the Yoga Manager will play a key role in the strategic development of The Life Centre's yoga offering in line with The Life Centre's core brand values of excellence and community. This will include refining and implementing the vision for yoga at The Life Centre, with a view to building on our reputation for quality yoga teaching and maintaining and enhancing our position in the UK yoga centre market.

The role will include managing and expanding relationships with teachers, the recruitment of yoga teachers for classes and workshops, developing and maintaining class and workshop timetables, and helping The Life Centre to grow and develop its yoga offering. You will work closely with The Life Centre and Yogacampus teams and will make regular visits to our Manchester studio.

### **Key skills and competencies required:**

- *Extensive knowledge of all aspects of the yoga tradition and the yoga market (UK and beyond): you are likely to be trained as a yoga teacher, but non-teacher applicants with a clear commitment to yoga and a deep understanding of the yoga tradition will be considered.*
- *A strong and extensive network of contacts within the yoga community*
- *Excellent communication and people management skills, with an ability to build lasting relationships*
- *Commercial awareness and the proven ability to think creatively and strategically*
- *High efficiency with a keen eye for detail and a commitment to high quality standards*
- *The ability to manage several projects at once, work to deadlines and prioritise effectively*
- *Experience of working with MBO an advantage*
- *A background in brand and marketing desirable*

### **Your specific tasks include:**

**Relationship Management:** You will play a key role in maintaining and growing our relationships with teachers. This includes, the recruitment, development and support of teachers, as well as finding ways to improve and build our community of teachers, something which is at the core of The Life Centre ethos.

**Yoga Offering:** You will have overall responsibility for the strategic development of our class and workshop timetables, including the implementation of new class styles and yoga related initiatives to strengthen our brand. You will work with the Director/Business Manager to agree timetable changes and ensure that these changes are managed effectively. You will also work with the Operations Manager to ensure that teacher cover complies with our standards, and with the Marketing Manager to create and manage the Centres' workshop schedules.

**Market Research and Business Development:** We expect you to be proactive in researching developments in yoga and researching and developing potential new yoga product offerings and opportunities for collaboration and partnerships.

**Workshops:** You will be responsible for planning a programme of workshops and events that is on brand and profitable.

**Job location and terms of employment:**

This is a part-time role of 3 to 4 days per week (there is some flexibility for the right candidate). You will be based in our office, located close to Highbury & Islington station, but will spend much of your time in our centres, and will be required to work occasionally at weekends. Your starting salary will be the pro rata amount of a full time salary of £36,000 plus discretionary bonus based on performance. You will also enjoy free classes at The Life Centre, as well as a 25% discount on workshops and events organised by The Life Centre and Yogacampus.

**Important:**

Please send a CV and covering letter to [HR@thelifecentre.com](mailto:HR@thelifecentre.com) with 'Yoga Manager' in the email subject line. Due to an expected high number of applications we will only respond to those applicants who are invited to interview.

**Deadline for applications:** April 10<sup>th</sup> Midday.

**First round interviews:** April 23rd/24th

**Second round interviews:** April 29<sup>th</sup>