

Job Title: Full-Time Studio Manager – Sales and Community

Updated: 9/12/2025

POSITION SUMMARY:

Our team is seeking a highly motivated and experienced full-time **Studio Manager – Sales and Community**. This role oversees sales performance, membership growth, and community engagement while ensuring a welcoming, high-functioning studio environment. The Studio Manager – Sales and Community is responsible for monitoring annual sales and membership KPIs, building innovative sales systems, and developing creative strategies for community building and partnerships for the company.

This position requires strong leadership, excellent communication, and proven expertise in sales, marketing (including AI and email marketing tools), and CRM management. The ideal candidate has a minimum of 5 years of experience in sales-driven leadership roles, thrives in dynamic environments, and leads with Radical Inclusivity, Integrity, Perseverance, and Fearlessness.

ABOUT YOU:

- You excel at both customer service and client care, focusing on creating outstanding member and student experiences.
- You are comfortable and effective in a sales role, with a proven record of meeting and exceeding KPIs.
- You understand sales systems and know how to track, analyze, and optimize them.
- You thrive at building community and partnerships that deepen engagement and growth.
- You are proficient with marketing tools including AI, email campaigns, and CRM platforms.
- You are confident in creating, sharing, and executing strategies that drive measurable results.
- You lead with clarity, consistency, and accountability.

DUTIES AND RESPONSIBILITIES:

Studio Leadership

- Foster a cohesive, welcoming, and inclusive team atmosphere that supports students, members, and staff.
- Collaborate across the company alongside other leaders and managers.
- Manage HAUM Studio Host Team and coaching them on their in person and online sales roles. Includes monthly shift scheduling and hiring part time hosts on a regular basis.

Sales and Revenue Growth

- Drive revenue through monitoring and improving sales systems.
- Track, analyze, and report annual and monthly sales performance and membership base growth.
- Meet and exceed established KPIs and sales goals. Developing and managing the sales KPIs for Studio Hosts as well as facilitating Quarterly Sales Trainings.
- Collaborate with leadership to develop attraction, conversion, and retention strategies.

Community Building & Partnerships

- Develop creative programming and partnerships that expand HAUM's community presence.
- Creative development of programs to boost student engagement and sales such as monthly challenges, "third space" management within the studios, and programming outside of HAUM with community partners.

- Working with the Lead Teacher on community programming including quarterly workshop schedule and community events.
- Act as a student-facing leader, ensuring a welcoming front-of-house experience At both SF locations. Get to know students intimately and help guide their Student Journeys with the Studio Host team.
- Build long-term relationships with members, clients, and external partners. Maintaining and establishing new relationships with [local business partners](#).
- Maintaining and establishing current corporate partnerships like our one with British Airways and Shack15. Coordinating with the Lead Teacher in order to facilitate corporate events.

Marketing & Communication

- Create and execute marketing campaigns using AI, CRM tools, and email platforms.
- Manage communication channels including Slack, newsletters, and community engagement platforms such as Prospr and Circle.
- Represent the studio as a brand ambassador in the larger community.
- Overseeing all Social Media and Marketing content and working with our international team on generating social media content, web content, and fliers. Putting together Quarterly schedules for Promotional Social Media and Fliers with the Lead Teacher and Social Media team.

Studio Operations

- Oversee studio functionality, ensuring the space meets high standards of cleanliness, organization, and excellence guided by HAUM's Aesthetics.
- Manage supplies, repairs, and maintenance needs for the Studio Host Team

- Ensure safety and security protocols are upheld.

Administrative

- Prepare and present detailed reports on sales, membership KPIs, and client retention.
 - Maintain accurate schedules, accounts, and operational systems for the Studio Host team.
 - Lead weekly communication with staff including weekly bulletins and regular communication with Studio Host Team.
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QUALIFICATIONS AND EXPERIENCE:

- Minimum 5 years of experience in sales, operations, or community leadership.
 - Proven track record of meeting and exceeding KPIs in sales-driven environments.
 - Strong knowledge of CRM platforms, AI tools, and marketing strategies. Experience with Notion, Airtable, Momeno, Prospa, and Slack preferred.
 - Demonstrated success in building partnerships and community engagement.
 - Four-year college degree or equivalent experience.
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WORK ENVIRONMENT:

This position is **on-site, full-time (40 hrs/week)**. Evening and weekend work may be required. On-site includes both the Mission and Haight-Ashbury location as well as offsite locations for corporate clients and external partners.

COMPENSATION & BENEFITS:

- Full-time salary-based role, depending on experience and skills.
- Benefits include professional development opportunities, unlimited yoga, and retail/programming discounts.