



Digital Marketing Manager

“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.

Structure: This is a full time position working under Creative Director, Brion Isaacs

The Digital Marketing Manager is responsible for executing on our digital marketing strategy and managing the marketing calendar. This person will generate email campaigns and oversee all external messaging to drive sales. They should be able to work cross-departmentally to execute on project development and completion. This position requires strong written communication skills. Responsibilities may also include creation of digital marketing collateral for social media accounts and website.

- Own digital marketing and email calendar while coordinating logistics from start to finish for all digital experiences that drive sales
- Write and produce copy and content for website and emails
- Analyze key performance indicators
- Efficiently scale existing channel performance.
- creating innovative strategies to increase customer acquisition and retention
- Lead project management for our marketing department
- Provide strategic direction on digital marketing, website design and social media accounts
- Maintain inventory of all brand-related assets and materials, merch, event tech, and other event materials involved in providing positive brand experiences
- Develop sales funnels and lead generation

Qualifications

- Bachelor’s Degree preferred in relevant field
- 3+ years digital marketing experience
- Experience with Word-Press, Mail Chimp, google analytics, Facebook + Instagram advertising

- Ability to manage multiple project initiatives and effectively communicate with cross-functional departments
- Excellent communication skills required, written and verbal.
- Design skills - Adobe photoshop or illustrator a plus
- Must be highly organized and capable of tracking numerous projects