

Jobs at SUPERchick HQ

Recruiting for: Marketing Assistant

Our Company

SUPERchick is a female fitness brand established in 2008 to provide the 21st century woman with exercise programmes that complement, rather than complicate, a hectic work and social life.

Over the past ten years the health and fitness industry has repeatedly focused on a clinical and all too often bland image. Although this may attract individuals with the common aims of weight loss and toning, all too frequently it lacks inspiration or 'brand personality' which individuals can identify with, and which will maintain their interest.

With a current membership of over 11,000 ABC1 females, between the ages of 20 and 40, SUPERchick offers training programmes online and group training classes in London parks. Providing a fashionable and stylish image, with scientifically based exercise prescription, SUPERchick is the perfect balance for females to train effectively without feeling they are compromising their lifestyle.

The SUPERchick brand aims to inspire and educate the female fitness community.

SUPERchick Services:

1. **iamsuperchick.com:** The SUPERchick website has two functions. The first is to act as a shop front, advertising all SUPERchick services and providing an amount of free content such as 'fact of the day', 'exercise of the day' amongst others. The second is a subscriber level, providing members with a motivational and educational online personal training platform. Detailed and dynamic, this virtual platform provides each private member with their own exclusive 'locker' (personal info and training pages). The SUPERchick Locker facility includes many personal pages detailing, in an enchanting format, every individuals needs for personal health and fitness.
2. **SUPERchick Group Training:** An answer to the currently male dominated world of outdoor fitness, such as British Military Fitness and a plethora of male competitive sports. Designed to be dynamic, enjoyably social and a genuine opportunity for women in the age range 18-40 to engage in safe, secure outdoor group exercise. Classes are 1 hour in length, currently held in London, SUPERchick are looking to expand this training across the UK.
3. **SUPERchick Events:** SUPERchick are gradually building an event platform following the success of the SUPERchick website and SUPERchick Training Classes.

The Role

We are looking for a Marketing assistant whose job will involve many elements in the administration, membership care and online marketing of SUPERchick. It's a diverse job and requires a variety of skills. As SUPERchick marketing assistant you will be joining SUPERchick as a key member of the team. You will work closely with the Directors and need to be highly skilled in organisational matters.

SUPERchick Training Ltd.

Studio 5, Hurlingham Studios, Ranelagh Gardens, London, SW6 3PA
T: 020 7384 9295 E: info@iamsuperchick.com W: iamsuperchick.com
Registered in England and Wales No. 5867824 VAT No. 924 1351 50

The job will involve

You will be in charge of administration, all online marketing, copywriting, sourcing information in many different areas, and liaising with many suppliers from merchandising to SEO, PR and email marketing. You will be trained up to manage the SUPERchick PPC campaign with our Online Marketing Expert, Ben Maher.

You will be required to produce copy for both the website and for marketing materials. You will also hold the role of Membership Care Management and will be responsible for the organisation and management of membership enquires for all aspects of SUPERchick.

We are currently a small team of three in SUPERchick HQ. We work closely as a team and the process of working together to come up with unique ideas for SUPERchick, followed by skilful and professional management of these ideas, is very important. We are looking for someone who will fit in well in a relaxed but efficient office.

Responsibilities

Marketing:

- Management of Online Social Media including:
 - Facebook
 - Twitter
 - Your Tube
 - SUPERchick Blog
 - Forums
 - Third Party Blogs
 - Sharing Content
- Affiliates
 - Liaise with marketing consultant regarding affiliates
 - Manage affiliate accounts
- Email Marketing
 - Responsible for Email Marketing Schedule
 - Proof reading and distribution of Motivation Monday
 - Proof reading and distribution of SUPERchick Recommends
- Liaise with SEO
- Management and Reporting for PPC campaign management
- Assistance with offline marketing
 - Liaise PR company
 - Liaise with events manager
- Weekly Online marketing report
 - Produce weekly report covering all areas of marketing

Copy writing

- Responsible for copywriting for the website and marketing materials.
- Responsible for proof reading all other copy to be presented on the website or in any marketing.

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Administration responsibilities require you to be an organisational goddess:

- Screening telephone calls, enquiries and requests, and handling them when appropriate
- Keeping diaries and fixing appointments
- Dealing with correspondence and all other written matters
- Organising and attending meetings, and ensuring Directors are well-briefed
- Office management
- Producing any documentation needed for day to day and pitch presentations
- Updating book keeping
- Invoicing
- Liaising with suppliers and associate brands

Membership Care:

You will respond to member enquires and liaising with the SUPERchick website company, Propeller, to manage any problems which may arise. You will often be the first contact with members so it's important to be kind and enthusiastic representative of the brand.

The Right Person

Qualifications:

We are looking for someone who ideally has at least a 2:1 (or equivalent) in a marketing related degree from a good University. Excellent writing skills are also essential.

Experience:

Although experience in health and fitness is not crucial, initiative, kindness and forward thinking is. We are looking for someone who has can work happily in a fun and busy office environment, working on marketing, proposals and presentations, and dealing directly with members, suppliers and business partners.

Skills:

- Excellent writing skills both in literacy and creativity.
- Great people skills.
- Common sense: the ability to make the right decision quickly.
- Proficiency with figures and basic calculations.
- A good telephone manner is a must.
- Excellent administration and organisation skills.
- Proficient in word, excel, outlook and powerpoint.
- Excellent presentation skills that reflect the SUPERchick brand.
- Efficiency: it's a busy and fast paced office, so it's essential to stay on top of things.
- Attention to detail: we need someone who dots the "I"s and crosses the "T"s.
- Confidence to deal with any situation presented.
- Proactive and enthusiastic: SUPERchick is growing quickly and we are looking for someone who will also be keen to expand the company with us
- Ambitious. As SUPERchick grows and changes so too will your job description, the sky is the limit!
- Clean drivers licence

Package

- Competitive salary + profit related bonus
- London base (Putney office 2mins walk from Putney Bridge Tube)
- 23 days holiday per annum

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Contact:

Please input your details and submit your CV on the superchick website at <http://www.iamsuperchick.com/recruitment>

Alternatively please send your CV and a covering letter to

Cat Dugdale
Managing Director
SUPERchick HQ
39-43 Brewer Street
London
W1F 9UD

Tel: 020 7434 1522

Please note that we can only consider applications from people who already have the right to live and work in the UK.

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