



BEAT  
FITNESS

## HEC Marketing Internship BEAT Fitness Lausanne

BEAT is Lausanne's first pay-as-you-go fitness studio offering 45-minute Spinning, HIIT and Yoga workouts.

Many of us have a love/hate relationship with fitness.

We love the feeling of getting fit  
but hate the feeling that we're just ticking a box  
going to the gym out of obligation or guilt.

We love to feel part of a fitness community  
but hate the anonymous soulless big box gyms.

Can you help our community fix its relationship with fitness?

Motivational instructors, exceptional hospitality and a genuine community transform working out from an obligation to a destination.  
From a chore, to a date in the diary that we can't wait to keep.  
From anonymous to a sense of belonging.

We are seeking passionate, positive, energetic team players that will motivate our community to make healthy living a habit.

You do not need previous experience in the fitness industry.  
But a passion for music, fitness and community is essential.

If you are passionate about the latest fitness, lifestyle and music trends and believe that being healthy is essential to happiness, then we want to hear from you.

[WWW.BEATFITNESS.CH](http://WWW.BEATFITNESS.CH)

## RESPONSIBILITIES

### Objective: drive customer attendance & retention

- Newsletter
  - Manage the production of the weekly newsletter from ideation, writing, image curation, external translation through to delivery and analysis
- Social media
  - Co-ordinate hospitality and instructor teams to capture in studio experiences for use on social media
  - Create and schedule content based social media
- Studio events
  - Work with the Studio Manager in the delivery of studio events
  - Contribute ideas to the studio event calendar
- VIP retention
  - Work with the Studio Manager in the delivery of quarterly VIP studio events
  - Contribute ideas to improve customer retention

### Objective: drive customer acquisition

- Partnerships
  - Working with the CEO establish and manage relationships with local peer value brands and networks
- Student Ambassador Program
  - Working with the CEO establish and manage a Student Ambassador Program

### Objective: prepare for Geneva studio expansion

- Document Standards Operating Procedures for
  - Weekly newsletter
  - Social media
  - Theme classes
  - Studio events
  - VIP retentions
  - Partnerships
  - Student Ambassador Program
- Complete a full handover experience for the next HEC Marketing Intern

## REQUIREMENTS

- Zest for life: Friendly, professional, positive, can-do attitude
- Maintain the distinct BEAT Fitness aesthetic, appearance, atmosphere and culture
- Passion for Fitness and Music
- Relentless focus on attention to detail
- Commitment to exceptional customer service
- Ability to prioritize and multi-task within a fast-paced environment
- Positive, initiative taking attitude
- Excellent communication skills
- Flexibility to work a non-traditional schedule
  - o Availability for early morning, lunch or evening and weekend shifts.
- Fluent English and French
- Valid Swiss Work Permit

## HOW TO APPLY

Please apply by sending the following documents to [hello@beatfitness.ch](mailto:hello@beatfitness.ch)

- Covering Letter - 1 Page
- CV - 1 Page
- Your Short Story Video - 60 seconds

## YOUR STORY

Please answer the questions below in a short video:

1. What's your story?
2. What do you love about fitness?
3. Why do you want to be part of our team?
4. What aspects of our current marketing do you love & hate? Why?
5. What was the last adventure you went on?