

DHARMA

BRAND MANAGER: Fitness / Wellness

Based: Remote

Reporting to: CEO

Start date: ASAP

ABOUT DHARMA

Our mission is to bring the world together through the power of shared experience.

DHARMA is a fast-growing, travel-tech startup based in London, UK and Abu Dhabi, UAE. Our innovative business model creates, builds, launches, and operates private-label travel brands for the world's most iconic people and brands. We are proud to have happy clients across a range of industries from best-in-class fitness companies to A-list celebrities. Our dynamic, enthusiastic team has a positive impact on the world and does exceptional work. Together, we are revolutionizing the way travel experiences are built, promoted, and delivered.

JOB OVERVIEW

Brand Manager, Fitness / Wellness will lead DHARMA's growth in these exciting categories. The successful candidate will be responsible for taking brands from initial discovery and portfolio ideation stages through planning, campaign development, brand activation, sales launch, and beyond. Acting as project manager and account lead, the successful candidate will ensure all elements of the new brand are executed to timeline and on budget, exceeding client expectations at every turn. The suitable candidate must have strong brand building experience, business acumen, and a demonstrable passion for fitness and wellness. Successful experience working in corporate environments and impeccable client management skills are imperative.

RESPONSIBILITIES

- Own B2B sales targets for iconic brands in the fitness and wellness categories, contributing to broader growth objectives

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- Manage the client experience for new and existing clients from initial discovery and portfolio ideation stages through planning, campaign development, brand activation, sales launch, and beyond, ensuring engagement, satisfaction, loyalty, and retention
- Manage overarching project timelines and ensure deadlines are met
- Collaborate with marketing team to establish strong marketing and distribution plans
- Lead brand activation campaign ensuring flawless execution and seamless project management
- Collaborate with creative team and oversee the development and execution of the overall look and feel of all fitness and wellness brands including copy, web, social, and visuals, ensuring the comprehensive suite of brand deliverables exceed expectations
- Generate ideas for ancillary revenue streams; merchandising, FIT, etc. to continue to grow the power of our iconic brand clients
- Create compelling and high-quality proposals and supporting documents
- Take detailed notes, manage scheduling, and action follow up as needed
- Use previous experience in fitness and wellness to support in the selection of destinations, hotels, suppliers, etc.
- Analyze sales reports to identify market trends and growth opportunities
- Continuously provide innovative ideas to grow the strength and reach of the brands
- Maintain the client CRM

QUALIFICATIONS

- 2+ years of experience working closely with clients to exceed expectations
- Experience with KPI driven project management, specifically with lifestyle brands
- Commercial awareness and business acumen
- Self-motivated and tenacious, with strong communication skills, an entrepreneurial spirit, and desire to exceed targets
- Relevant industry experience in fitness / wellness
- Ability to manage multiple projects simultaneously
- An understanding of handling of executives, senior executives, VIP's, personalities, and celebrities
- Skilled at anticipating client needs and delivering intuitive and highly personalised solutions
- Experience in a fast-paced, dynamic start-up environment
- Passionate about travel, culture, and unique global experiences

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- Values privacy and confidentiality
- Digitally savvy and socially minded

HOW TO LEARN MORE

Thank you for your interest in DHARMA. We genuinely appreciate your enthusiasm.

To apply for this position, please send us your résumé and cover letter. Feel free to submit the form linked [here](#) or send us an email at jobs@seekdharma.com. Our hiring team will be in touch within five working days to update you on the status of your application.