

## Job Description – Head of Growth & Engagement

**Reports to:** Chief Operating Officer

**Works closely with:** Head of Operations, GMs, Chief Finance Officer

**Direct Reports:** Performance & CRM Manager & Content & Creative Lead

**Location:** Liverpool HQ with some national travel



### About The Climbing Hangar

The Climbing Hangar (TCH) is the UK's leading indoor climbing operator, with a **mission to inspire bolder living**.

We are more than just climbing walls: we create communities where everyone feels welcome, supported, and empowered. Our model is rooted in people-first principles, culture, and consistent operational standards that allow us to scale from 11 to 30+ sites without losing the authenticity that defines us.

### Role Purpose

To drive sustainable member growth, engagement, and retention across all Hangar sites through a unified growth strategy that blends performance marketing, CRM, and community-led storytelling.

This role is accountable for membership volume, lifetime value, and retention, ensuring every pound of marketing investment contributes to measurable commercial outcomes. It leads the growth team to convert first-time visitors into loyal members while protecting The Hangar's authenticity and community-first culture.

### Key Responsibilities

#### **1. Membership Growth & Retention**

- Own the membership growth strategy, from first-time visit to long-term retention.
- Own the membership pricing strategy (in partnership with COO and Finance), ensuring pricing optimises acquisition, conversion and retention while protecting value perception.
- Deliver the net membership growth target for the business, balancing acquisition, conversion, and churn reduction.
- Design and deliver retention initiatives that increase visit frequency and extend member lifespan.
- Use data from CRM, site performance, and customer feedback to identify risk and opportunity segments.
- Lead the monthly growth review rhythm, providing analysis and recommendations to the COO and board.
- Partner with Operations to ensure consistent delivery of member experience standards and retention behaviours.

#### **2. Marketing, Performance & Commercial Impact**

- Direct all marketing activity toward commercial outcomes; growth, conversion, retention, and ROI.
- Guide the Performance & CRM Manager and Content & Creative Lead to ensure campaign and funnel activity is insight-led and measurable.
- Shape the annual marketing calendar, balancing national campaigns with local activation and community engagement.
- Own reporting on CAC, ROMI, and LTV, driving decision-making based on data rather than assumption.
- Work with the COO and Finance teams to manage and optimise the central marketing budget.

#### **3. CRM, Data & Product Integration**

- Oversee the full CRM lifecycle; onboarding, engagement, retention, and reactivation.
- Ensure automation and segmentation deliver personalised journeys that improve conversion and member longevity.
- Partner with Tech/Product to enhance CRM capability, data visibility, and integration across digital platforms.
- Drive a culture of testing, learning, and continuous optimisation within the CRM and marketing functions.

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### 4. Brand, Content & Influencer Marketing

- Hold overall responsibility for brand strategy, positioning, tone of voice and creative direction, while delegating day-to-day execution to the Content & Creative Lead.
- Lead the content and creative strategy to build brand pride, awareness, and participation.
- Oversee influencer and brand partnership programmes, ensuring collaborations are authentic, measurable, and culturally aligned.
- Build and maintain relationships with key climbing, lifestyle, and wellbeing brands to extend reach and brand equity.
- Direct the use of ambassadors, creators, and community advocates to promote the TCH experience authentically.
- Ensure brand consistency across all channels - digital, print, social, and in-site.
- Collaborate with the Content & Creative Lead to produce campaign materials that convert awareness into membership.
- Ensure all brand, creative and content activity is commercially grounded and contributes clearly to acquisition, retention, or increased visit frequency.

### 5. Community & Partnerships

- Strengthen The Hangar's presence within local communities, climbing clubs, and universities through strategic partnerships and outreach.
- Connect national campaigns to local initiatives that drive engagement and footfall.
- Lead the influencer and ambassador strategy, using partnerships to drive reach, credibility and new member acquisition.
- Support events, collaborations, and sponsorship opportunities that align with our brand values and growth objectives.

### 6. Leadership & Team Development

- Provide strategic leadership to the Performance & CRM Manager and Content & Creative Lead to ensure that acquisition, conversion and retention activity is integrated and data-driven.
- Lead, mentor, and develop a high-performing growth team with clarity of purpose and measurable goals.
- Foster a culture of curiosity, accountability, and shared success within the Growth & Marketing function.
- Work cross-functionally with Operations, People, and Finance to ensure joined-up execution and feedback loops.
- Promote collaboration and professional growth through transparent communication and coaching

### Success Measures

- Net membership growth per site and total company member base.
- Improved retention and reduced churn rates.
- Cost per acquisition (CPA) and return on marketing investment (ROMI).
- Growth in active members, visit frequency, and lifetime value (LTV).
- Successful influencer collaborations with measurable outcomes.
- Growth in community partnerships and event participation.
- Positive brand and NPS movement driven by member engagement.
- Development and performance of direct reports.

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### Skills & Experience

- Proven track record in leading growth, membership, or subscription-driven businesses, ideally multi-site or consumer fitness/leisure sectors.
- Strong understanding of CRM systems, digital performance, and funnel optimisation.
- Skilled at data interpretation and insight-to-action translation.
- Confident leading both creative and analytical disciplines, from brand storytelling to campaign ROI tracking.
- Collaborative and commercially minded, with the ability to influence across teams and levels.
- Clear communicator with the ability to inspire action and accountability across diverse stakeholders.

### Personal Attributes

- Commercially minded – acts with clear sight of cost, value, and ROI.
- Curious and data-driven – uses evidence to guide decisions and test ideas.
- Member-first mindset – balances business growth with genuine member value.
- Collaborative leadership – builds strong relationships across disciplines.
- Culturally aligned – embodies The Hangar Way: humble, curious, bold, and community-driven.