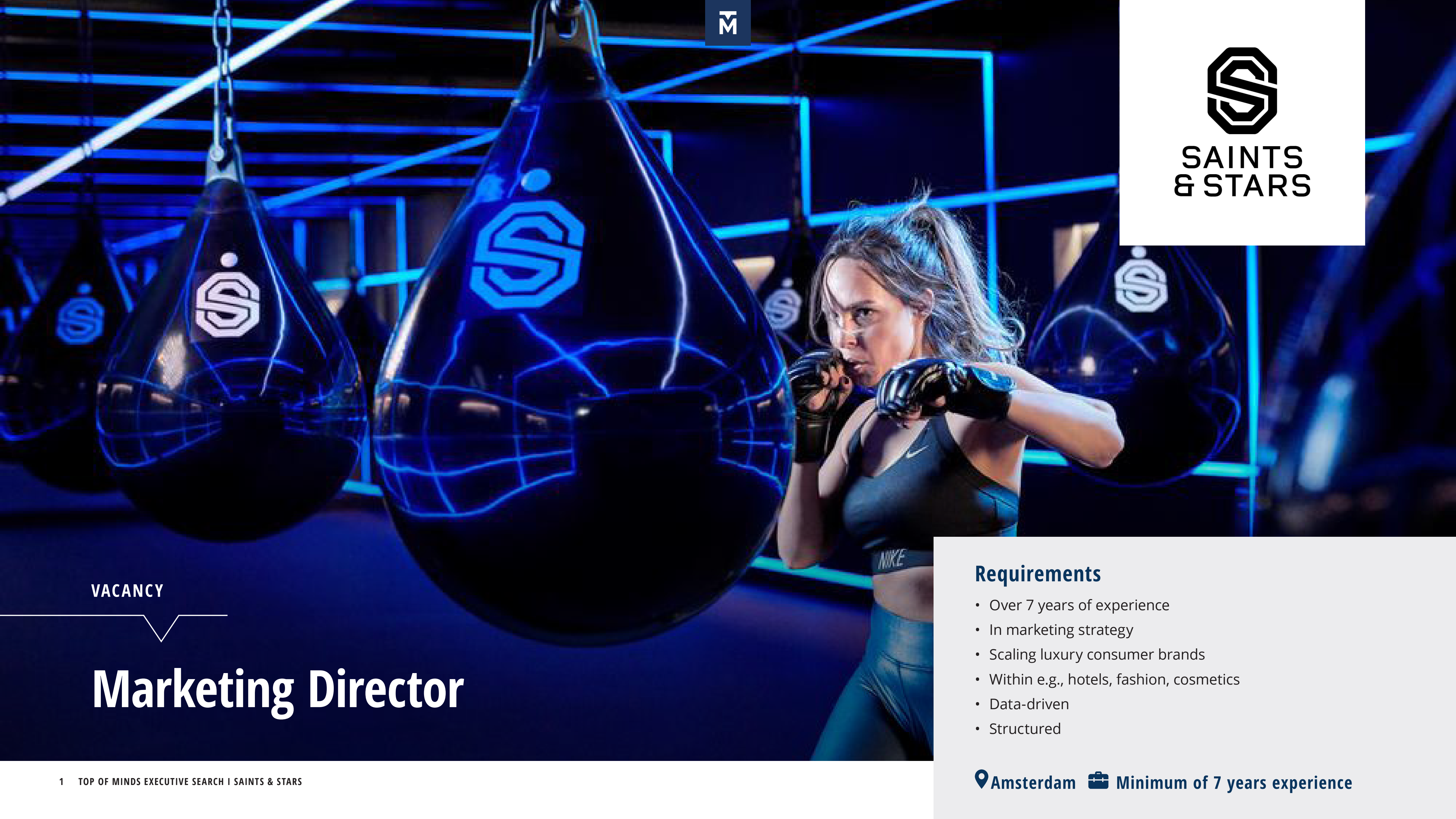




SAINTS  
& STARS




VACANCY

# Marketing Director

## Requirements

- Over 7 years of experience
- In marketing strategy
- Scaling luxury consumer brands
- Within e.g., hotels, fashion, cosmetics
- Data-driven
- Structured

📍 Amsterdam 📄 Minimum of 7 years experience



**With its relentless focus on an attractive, efficient, fun, and esthetical fitness concept at two prime Amsterdam locations, Saints & Stars has quickly become a staple in the world of influencers and the young urban elite. The experienced Marketing Director will lead Saints & Stars in its ambitious international expansion.**

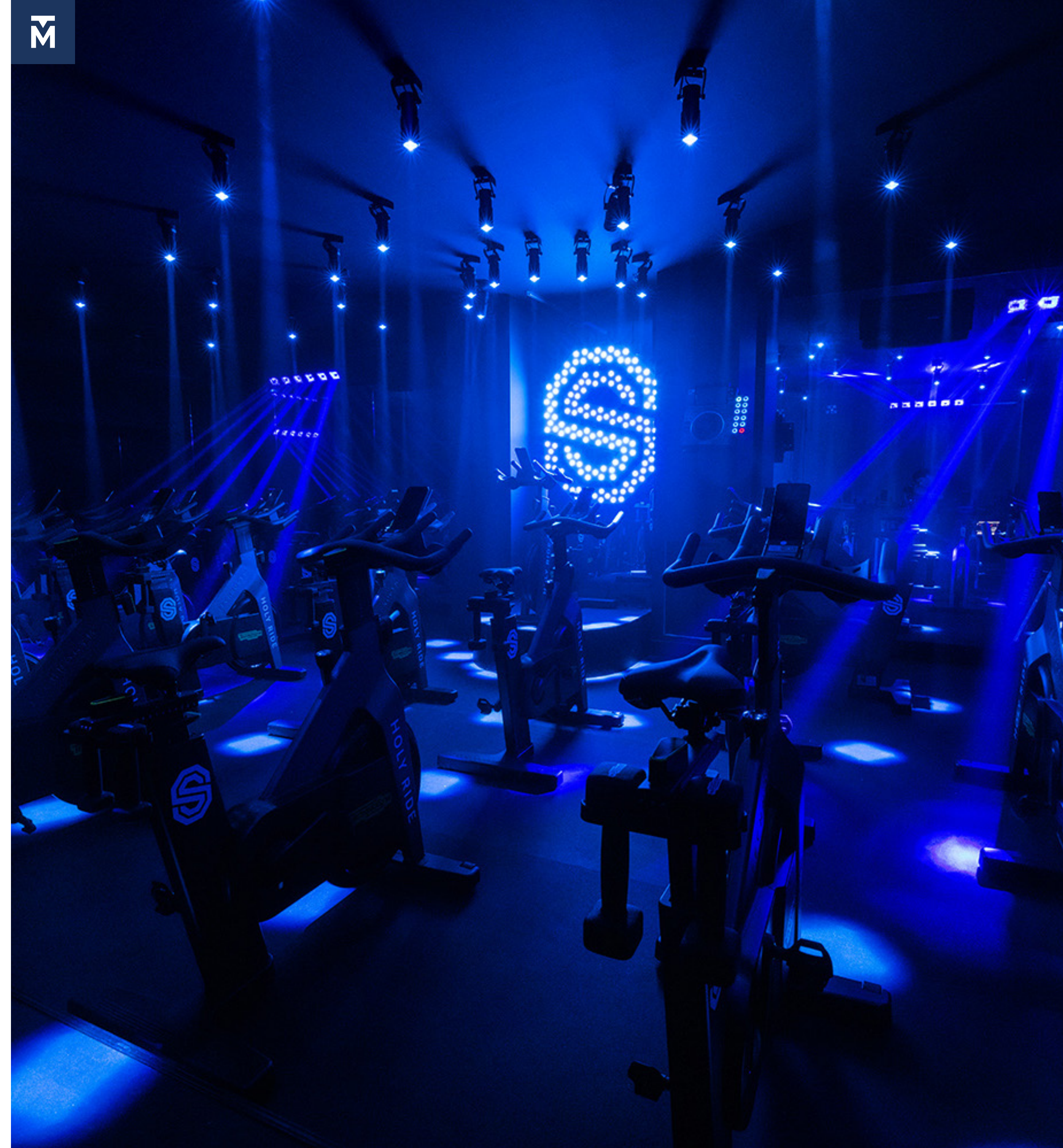
## Saints & Stars

Since its 2018 founding, Saints & Stars has secured a stable position at the high end of the millennial and Gen Z Amsterdam fitness market. The fitness heaven, currently with two locations, offers several high intensity classes as well as an open gym and personal training options. From the music to the lighting, and from the luxurious towels to the scent in the fitness rooms: everything at Saints & Stars is meticulously thought through, and fully in line with the company's mission of making fitness fun.

Because that is the goal: providing a fitness concept that brings joy and that entices members to stay active. Growing up, founder Tom Moos got to know the world of fitness intimately: he comes from a family that owns gyms, and he spent years working in every imaginable role within fitness companies, from sales to location manager to trainer. With the boutique fitness concept Saints & Stars, Moos intended to do something new, that speaks to the young inner-city adults.

"The fitness industry has record drop rates. Because often, fitness just isn't fun. You pay to torture yourself in an unpleasant environment and you don't immediately see results. Saints & Stars is flipping that around. Our workouts are short and effective, we have the best trainers, our music and light resemble that of a night club rather than a gym. It smells good, the showers are nice and the smoothies delicious. And it shows: our gyms have an average occupancy rate of 85%, which is very high in the industry." - Tom Moos, Founder Saints & Stars

Saints & Stars has a marketing budget of around 500,000 euros. The company is about to expand locally, but is also looking into expansion in other (international) metropolises. Saints & Stars is not afraid to dream big, and the success so far is an indicator that it does not stop there.





VACANCY


## Marketing Director

The Marketing Director not only reports to the founder and director, but also acts as their sparring partner and right hand. The Marketing Director leads the marketing team, consisting of a social media marketer, a designer, an event marketer, and three videographers and content creators. The Marketing Director also steers the external agencies and freelancers with whom Saints & Stars partners. The Marketing Director sets the marketing agenda, decides in a data-driven manner on budget allocation, and builds a portfolio- and marketing strategy that is aimed at expanding to new locations and optimizing membership rates at existing ones. They also have operational responsibilities, for instance hosting events or negotiating influencer deals, and are energized by the combination of strategic challenges and hands-on work.

The Marketing Director is the strategic, analytical, and structured powerhouse behind Saints & Stars' expansion. The brand is incredibly strong, but it is also heavily connected to trends – and therefore, vulnerable. The Marketing Director knows how to continue to find the relevant trends and trendsetters, link them to the Saints & Stars concept, and ensure continued success. For this, solid experience in expanding experience-based luxury brands is key. The Marketing Director understands the importance of grasping driving factors for the target group, and knows how to build a lasting connection with this group by optimizing the product and choosing the most effective PR.

This is an exciting role for an experienced marketing strategist, who loves working with strong consumer brands and concepts. The right candidate may come from the fashion or cosmetics industry, or may have scaled (luxury) hotels or cafés. The nature of Saints & Stars' marketing is highly event- and campaign-driven, and the Marketing Director has ample expertise in this area. Saints & Stars' ambition is immense, and the Marketing Director embraces this ambition and shows a passion for helping the company achieve its goals.■

**Interested?** Saints & Stars is working with Top of Minds to fill this vacancy. To express your interest, please contact Max Tasseron at [max.tasseron@topofminds.com](mailto:max.tasseron@topofminds.com).



**“The right Marketing Director is a strategic heavyweight, who makes a solid, experience-based, and data-driven case for the direction they intend to go in, and who stands their ground in discussions. We already have a hard-working team and for me personally, marketing is a passion – but our approach still misses structure, seniority, and focus. The Marketing Director will complete our team and bring our marketing strategy to another level.”**

Tom Moos, Founder Saints & Stars