

Director of Ballet Memphis Pilates Operations (Non-Instructor)

About Ballet Memphis Pilates + Wellness

Our program offers something for everyone, with STOTT PILATES® serving as the foundation of our instruction. Classes are intentionally small, allowing for personalized attention tailored to each participant’s goals and experience level. Sessions are held in person at the Ballet Memphis Pilates Center (1789 Kirby Parkway, Suite #8) and at Ballet Memphis headquarters (2144 Madison Avenue in Overton Square). The program currently serves approximately 840 clients annually and is supported by a team of 35 instructors. We are also proud to be a Licensed Training Center.

Purpose

The Director is an entrepreneurial and strategic leader responsible for the growth, management, and overall success of Ballet Memphis’ Pilates program. This role oversees all administrative, financial, and operational aspects of the Pilates studios, ensuring a high-quality client experience while expanding community engagement and revenue opportunities.

The Director serves as a collaborative leader, working closely with the Pilates Manager and cross-functional departments to drive innovation, maintain operational excellence, and strengthen Ballet Memphis’ wellness offerings.

Reporting

This position reports directly to the Executive Director and directly supervises the Pilates + Wellness Manager. Additionally, this role provides overall leadership and support to a team of part-time Pilates and wellness instructors.

Compensation

This is a full-time position with a comprehensive benefits package, including medical coverage, paid time off, and a 401(k) plan with company match. In addition to base compensation, this role participates in a performance-based incentive program aligned with business and program growth.

Key Responsibilities

- Provide strategic leadership and vision to grow Pilates programming, revenue, and community impact.
- In partnership with the Pilates Manager, hire, train, and onboard instructors and administrative staff.



- Oversee negotiation, execution, and compliance of the Merrithew/STOTT PILATES® Licensed Training Center (LTC) agreement, including management of royalties and required filings.
- Manage MindBody (MB) operations, including scheduling, instructor assignments, substitute coordination, vacation coverage, pricing updates, and class descriptions.
- Develop and manage annual operating budgets, including revenue forecasting, expense planning, and long-term financial strategy.
- Provide full financial oversight of Pilates operations, including payroll, studio expenses, marketing investments, and pricing strategies. Deliver monthly financial reports and projections.
- Collaborate with the Pilates Manager to evaluate market demand and introduce new classes, workshops, and program offerings.
- Lead marketing and promotional strategy for Pilates programs in collaboration with internal teams, including advertising, database management, and competitive market analysis.
- Identify and cultivate strategic partnerships to support new revenue streams and expand reach within the community.
- Maintain awareness of industry trends and integrate relevant best practices into program design and operations.
- Collaborate with Marketing and Development teams to align messaging and cross-promote performances, school programs, and wellness offerings.
- Ensure meticulous digital recordkeeping for training programs, including admissions, observation logs, practice teaching documentation, and exam results.
- Oversee equipment maintenance and studio environment, including service records, repairs, replacements, and facility coordination to ensure a premium client experience.
- Ensure accurate management of client records, including inquiries, health forms, and payments.
- Oversee ordering and inventory management of course manuals and related materials.
- Serve as the primary point of contact for program inquiries via phone and email.
- Perform additional duties as assigned in support of organizational goals.

Requirements

- Demonstrated experience in business operations, program management, or entrepreneurial leadership, preferably within wellness, fitness, or arts organizations.
- Strong financial acumen, including budgeting, forecasting, and performance analysis.

- Experience managing staff, with the ability to lead, motivate, and develop high-performing teams.
- Strong organizational skills with attention to detail and the ability to manage multiple priorities simultaneously.
- Familiarity with scheduling and client management systems (MindBody experience preferred).
- Ability to analyze market trends and develop strategies to grow participation and revenue.
- Excellent interpersonal and communication skills, with a collaborative and solutions-oriented approach.
- Commitment to maintaining a high-quality, inclusive, and client-centered environment.
- Interest in or appreciation for Pilates, wellness, and the performing arts.

Ballet Memphis is an equal opportunity employer and do not discriminate against applicants or employees on the basis of sex, race, color, religion, national origin, ancestry or age. In addition, Ballet Memphis does not discriminate against qualified individuals with disabilities or any other legally protected status within applicable federal or state law.

Send cover letter and resume to Careers@BalletMemphis.org.

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