

# Customer Success Lead

## Who we're looking for

Our Customer Success Lead is designed for an innovative team player who is seeking hands-on experience with a rapidly growing company and is looking to expand their skill set in Customer Success.

Yoga Ed.'s Customer Success Lead is a dynamic, empathetic, and action-oriented individual with a passion to nurture and retain Yoga Ed.'s B2B customers. Our Customer Success Lead will be responsible for overseeing the end-to-end B2B user experience with Yoga Ed.'s online programs, from the very first onboarding call with an administrator, continued nurturing of schools, districts, and organizations, to the renewal and upselling of their contract.

The Customer Success Lead will be responsible for creating and managing Yoga Ed.'s Account Management Strategy of; coordinating and delivering onboarding sessions, setting up and managing in-person and online programs, responding to inquiries and support requests, and nurturing clients through engaging content and detailed reporting. The success of this position will lead to delighted customers and an annual renewal rate of 80%.

The Customer Success Lead will work closely with Yoga Ed.'s Co-Founders to improve sales Yoga Ed.'s B2B strategy while independently structuring day and strategy.

## What you will learn and do

### Account Management (90%)

- Manage the customer/user lifecycle end-to-end, from the sales hand-off to onboarding, setting up training, core implementation support, to discussions about expansion and renewal.
- Serve as the primary point of contact for Yoga Ed. Organizational Customers, contributing to each project/implementation's success through crisp communication and engagement.
- Create customer-facing engagement content, including newsletters, resources, and other content, in coordination with our education, programs, and marketing teams.
- Support product development by working with Education and Programs Teams to improve existing programs, develop and implement new programs (e.g. Online and In-Person Trainings, PD Opportunities, Classes) and create resources (e.g Toolkits, Case Studies)
- Develop and maintain standard team working processes that support cross-functional projects, including tracking priorities to meet short and long-term goals.
- Keep track of the team's performance using specific metrics and reporting to show improvement and impacts over time.
- Conduct teacher, student, and other stakeholder interviews to evaluate product and curriculum.
- Collaborate with Yoga Ed.'s Education and Programs Team, conveying teacher input, and testing and providing feedback to Yoga Ed.'s Online Training and Classes.

## Miscellaneous (10%)

### What we require

- Thrives in a high-growth, early-stage business
- 3 years minimum experience in Customer Success or Account Management
- Have at least some experience working directly with educators in a K-12 setting
- Familiarity with yoga, mindfulness, and health and wellness (a plus)
- Proven experience working independently in a remote work environment
- Strong verbal and written communicator, with the ability to interact with a variety of stakeholders, using appropriate language for each.
- Excellent computer skills and comprehension of mac OS, iOS, Slack, Google Apps Suite, Salesforce, Thinkific
- Be keenly interested in relationship development — you love meeting new people and making a great first impression with them.
- Strong change management skills to help implement change at a district and site level
- Multitasking and organizational skills, with keen attention to detail and time management
- Be an integral member of a small business team

### Details

This is a full-time position with an average of 40 hours per week

- Salary: \$55,000 annually + commission
- Start Date: January 3, 2022
- Office Hours: Monday - Friday 8:30am - 4:30pm CT

### Benefits

Yoga Ed. offers the following benefits to full-time employees.

- **Fully or partially remote work**
- **Health, dental, vision insurance with HMSA:** 100% paid
- **Paid Holidays:** All federal holidays are off
- **Vacation hours:** 10 days vacation time (80 hours/year)
- **Sick hours:** 5 days paid sick leave (40 hours/year)
- **Professional development:** A paid annual subscription to Headspace
- **Other perks:** A family of colleagues who will support you every step of the way