



## **Job Specification for Twistin Tots' Franchisee Post**

Twistin Tots is now looking to take on two Franchisees to run classes and develop the Twistin Tots brand in Derby and the Matlock/Chesterfield area. There will be no initial monetary outlay required to take up either of these posts.

Successful applicants will be provided with all the equipment and training they need to run Twistin Tots classes, nursery sessions and birthday parties. They will operate independently and be responsible for planning all of their own Twistin Tots activities, delivery, travel, marketing and costs.

The monthly salary earned will depend on how many classes / parties / nursery sessions are planned each week/ month. Franchisees will be required to deliver a minimum of three classes per week. Some established classes in each area will be passed over from Twistin Tots Head Office, so that franchisees are not starting from scratch and have a guaranteed income from Day 1. Post-holders may then set up as many additional classes / nursery / Play Centre sessions as they wish on a weekly basis.

We are looking for both franchisees to start in September 2017.

Franchises will be offered for a five-year period, with the option to renew (at 2017 Prices) should the Post Holder wish to do so.

### **Responsibilities**

- Run established TT classes (as passed over from TT Head Office) on a weekly basis in term time (where applicable)
- Run established nursery sessions (as passed over from TT Head Office) as arranged on an ad hoc basis (where applicable)
- Run established Play Centre sessions (as passed over from TT Head Office) on a weekly basis
- Run children's Twistin Tots birthday parties as requested
- Establish new TT classes in their area and then deliver these weekly in term time (may be delivered in school holidays should the post-holder wish to do so, but there is no obligation to do this)
- Organise and run at least one Musical Picnic p.a. in their area each Summer
- Source and identify venues that can be used to run classes / parties etc in their area
- Identify nurseries / Play Centres in their area which can be approached to run TT sessions and organise new sessions at them
- Promote and market all the classes they are running (and the TT Brand) in their area to parents, carers, grandparents, Nurseries, Pre-schools, Play Schools (franchisees will be responsible for all costs associated with these activities, although will be able to piggyback on some Head Office campaigns)
  - By producing adverts
  - Via facebook / Twitter / Instagram and related media
  - By Mailshots using flyers
  - By e-marketing
  - By attending suitable events
  - By running taster sessions at Pre-Schools / Nurseries / Play Centres etc





- By any other means deemed appropriate
- Maintain TT equipment in good order at all times
- Maintain and update database of enquirers and customers on a weekly basis and utilise this information for marketing and promotion purposes
- Keep customer information secure at all times
- Produce and maintain records of monies taken at classes / nursery sessions / parties for accounting purposes
  
- Send copies of financial records to TT Head Office on a monthly basis
- Provide cover for other TT staff on an “as needs” basis
- Adhere to Twistin Tots Brand Values at all times and follow guidance notes for delivery of classes / nurseries / parties at all times
- To follow guidance given in Twistin Tots Policies and Procedures at all times.
- Any other duties as required by Twistin Tots’ Head Office, or as required by the Post from time-to-time

Templates and guidance manuals/ leaflets will be provided to help with class delivery, marketing, financial record keeping.

### **Skills required for the post**

Each post-holder will effectively be running their own business (as they will be self-employed) and as such will need some business acumen as outlined above.

	<b>Essential</b>	<b>Desirable</b>
<b>Education / Skills</b>		
	DBS checked (Twistin Tots will arrange this for successful candidates)	Budgeting / book keeping / financial record keeping
	Must have own car and full clean driving licence (car with a large boot an advantage)	Experience of working with babies / toddlers/ pre-school children (Under 5 age group)
		Educated to at least GCSE Level and possessing English and Maths at Grade C or above (or similar)
<b>Reliability</b>		
	Clean work record for last two years i.e. no sickness absence	If unavoidable sickness absence, provide evidence of illness etc
	Willingness to offer cover for Twistin Tots colleagues as needed	
<b>Marketing / promotion</b>		





	Understanding of what marketing is	Able to promote own classes via mailshots, phone calls, social media, events etc
		Understanding of media in which classes can be promoted
		Experience of using Facebook
<b>Computer literacy</b>		
	Access to a PC on a daily basis, PC literate	Understanding of Excel Spreadsheets
	Able to use email for marketing activity	Able to use Microsoft Word on PC
<b>Knowledge</b>		
	Understanding of Twistin Tots' competitors – who they are and what they do	Understanding of pre-school markets (0-5 yrs)
		Knowledge of children's songs and nursery rhymes
		Attendance at Twistin Tots classes

### Person Specification

<b>Aptitude</b>		
	Self-motivated and enthusiastic	Patient disposition!
	Able to stand up in front of an audience and sing / perform	Musical training / qualifications or similar
	Reliable - evidence of reliability at work will be sought via referees	Experience and knowledge of local nurseries and pre-schools
	Understanding of needs of pre-school children and babies	
	Friendly and approachable	
	Flexible with regards to working hours	
	Positive work ethic and attitude to work	





## **Salary**

Both of these post-holders will be self-employed and required to generate their own income from TT activities. They will also be responsible for their own NI contributions, tax, maternity and sick pay. Estimated earnings will vary according to how many activities are undertaken on a weekly basis. Franchisees are expected to deliver a minimum of three sessions per week. All costs for activities (venues, refreshments, marketing and promotion) will be borne by the franchisee and paid for from business profits.

Income will be earned from a variety of Income Streams:

### **Income from classes**

Income from classes will vary according to how many classes are being run, venue costs, travel expenses and how many people attend each week. Gross earnings can be up to £100 / class, depending on the number of attendees. Average net earnings for a successful class is approximately £40-50.

### **Offering cover for TT classes**

On occasion, cover may be sought from Twistin Tots' colleagues for their classes due to illness, family illness, funerals etc. Where this cover is undertaken, post-holders will be paid £20 per class or 50% of any established nursery session fees, plus travel expenses (min an additional £5), where the travel required is more than 30 mins drive on way (as outlined on the AA Route Planner website).

### **Nursery / pre-School Sessions**

Nursery sessions are usually charged at £50/hr. There are no expenses apart from travel to be deducted from this, so all pay is profit.

### **Party Income**

Parties are charged at a rate that varies between £60 and £120. There are no expenses apart from travel to be deducted from this, so all pay is profit. Parties are largely delivered at weekends.

Franchisees will retain all profits from business operations, apart from those fees outlined below which must be paid to Twistin Tots Head Office (for business expansion) on a monthly basis.

### **Franchisee Fees**

As franchisees are being set up at no cost to themselves, the business will recoup costs in the following ways:

- 20% of all gross income will be paid to Twistin Tots as a Management Fee on a monthly basis for the length of the franchise. This fee will be charged as soon as franchisees begin to earn, but not during the training period.
- If franchisees have to find cover for classes from another colleague, only gross profits AFTER the colleague providing cover has been paid will be subject to the 20% Management Fee. For those colleagues providing the cover and receiving the fees for cover (as outlined above) the amount paid WILL NOT be included in the gross profit and therefore not subject to the 20% Management Fee. DBS checked (Twistin Tots will arrange this for successful candidates)





- Both post-holders will be provided with all the equipment and information that they need to run classes. The cost of this equipment will be recouped by Twistin Tots over either 12 or 18 months (this cost is currently £1800). This fee will be called the Franchise Repayment Fee (FRP). Post-holders will pay a monthly fee (either £150 over 12 months or £100 over 18 months) from their earnings to Twistin Tots to cover this cost. This FRP fee will be paid from gross profits and is in addition to the 20% Management Fee that is to be paid monthly. The FRP amount will be deducted AFTER gross earnings have been calculated.

### **Derby Area Franchisee**

The Derby Franchisee will be given classes in Spondon and Little Eaton.

Twistin Tots currently runs a class at Freddy's Play Kingdom on Mondays and at a local Nursery once a fortnight in Spondon. Both of these sessions will be passed over to the Derby franchisee. There is a further public class that runs on a Wednesday afternoon and will also be passed over.

We currently do not have any other staff in this area, so the successful franchisee will be able to select the locations in which s/he wishes to establish further activities (under advice from Twistin Tots' Head Office).

### **Matlock / Chesterfield Area Franchisee**

The Matlock / Chesterfield Franchisee will be given a class in Wingerworth and a Play Centre session in Matlock.

The Matlock / Chesterfield Franchisee will be given one established class in Wingerworth which currently runs on a Wednesday afternoon. They will also be given a Play Centre session which currently runs on a Friday morning.

We do currently run another class in Matlock which at present will not be passed on to the Franchisee. However, we do not have any other staff based in this area, so the successful franchisee will be able to select the locations in which s/he wishes to establish further activities (under advice from Twistin Tots' Head Office).

