



Job Specification for Twistin Tots' Franchisee Post

Twistin Tots is now looking to take on 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 two classes per week.

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 TT classes (if available), as passed over from TT Head Office) on a weekly basis in term time
- Run established nursery sessions (if available), as passed over from TT Head Office as arranged on an ad hoc basis
- Run established Play Centre sessions (if available) 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 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 therein
- 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.

	Essential	Desirable
Education / Skills		
	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)
Reliability		
	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	
Marketing / promotion		
	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
Computer literacy		
	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
Knowledge		
	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

Aptitude		
	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

Franchisees 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:

- 15%* of all gross income will be paid to Twistin Tots as a Management Fee on a monthly basis for the length of the franchise.
- All Franchisees will be charged a Franchise Repayment Fee (FRF) of £1800, which will be payable over the first two years of operation, rather than paying up front to buy the franchise.

**If classes or nursery sessions are found by TT and given to the Franchisee, 50% of fee will be due to Twistin Tots.*

