



POSITION DESCRIPTION

Functional Title:	Store Manager (Assistant Manager)	Department:	Operations
Reports To:	General Manager	FLSA Status:	Exempt
Approved By:	VP, Operations	Approved Date:	9/9/2025

POSITION PURPOSE

A brief summary of the purpose this position must fulfill.

The Store Manager is responsible for supporting the execution of all day-to-day operations of a WhiteWater location, especially during shifts when the General Manager is not on site. This includes leading team members, maintaining operational efficiency, upholding safety and service standards, ensuring staff development, and driving revenue performance.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must satisfactorily perform each essential duty. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

1. Assist in the selection, development and retention of outstanding team members.
2. Assumes all GM duties when GM is not onsite.
3. Cultivate a positive, customer-focused workplace culture through team development and leadership growth.
4. Responsible for exceeding sales goals through proper development of team members and customer interactions.
5. Educate customers on wash products, packages, wash books, and membership plans.
6. Address and resolve customer and employee concerns while fostering a respectful workplace.
7. Assist in the creation and communication of the schedule for each day and week, adjusting for the needs of the business.
8. Learn to identify and troubleshoot hardware issues with pay stations and other equipment, partnering with our Facilities and IT teams to ensure maintenance issues are addressed quickly and our customers and employees continue to have a 5-star experience.
9. Assist the GM in ensuring completion of all scheduled maintenance tasks, store cleanliness, and compliance with site standards.
10. Uphold our company policies and enforce safety protocols.
11. Assist the GM in driving financial results through the above mentioned areas, using our KPI tools to drive membership revenue growth and retention.
12. Ensure safety policies are followed at assigned location(s).
13. Assist the GM in performing payroll tasks, including reviewing and approving hours for all employees.
14. Identify and coach Shift Leaders and Team Leaders to ensure strong leadership at every level.
15. Ensure that daily, weekly, and monthly tasks are completed on schedule (e.g., preventive maintenance, cleaning, safety protocols, checklists).
16. Deliver a 5-star customer and employee experience from drive-up to drive-out.
17. Ensure a safe, clean, and service-first environment.
18. Performs other duties as assigned.

QUALIFICATIONS

The qualifications listed below are representative of the minimum knowledge, skill, and/or ability required.

KNOWLEDGE

Knowledge of chemical and equipment safety, as well as loss prevention strategies.

SKILLS AND ABILITIES

Strong leadership and management capabilities.

Ability to teach and demonstrate strong sales acumen.

Excellent verbal and written communication skills.

High-level customer service and conflict resolution abilities.

Proficient in Microsoft Office Suite, Google Workspace, and POS systems.

Ability to multitask and work under pressure while maintaining attention to detail.

SUPERVISION

Position functions semi-autonomously in coordination with the general manager. Position in-directly supervises up to 8-12 employees. Carry out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities may include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

EDUCATION/EXPERIENCE

Minimum of a high school diploma (or equivalent) and 1-3 years of assistant management experience in a retail or fast casual dining environment. However, a combination of experience and/or education will be taken into consideration.

Successful completion of company's management training program required.

COMMUNICATION SKILLS

Ability to read and interpret general business documents. Ability to write routine reports and general business correspondence. Ability to work with peers and communicate basic concepts.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply and divide.

REASONING ABILITY

Ability to solve problems with a variety of concrete variables through semi-standardized solutions that require some ingenuity and analysis. Ability to draw inferences and follow prescribed and detailed procedures to solve moderately complex problems.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential duties.

This role demands physical strength, agility, endurance, and a keen eye for detail to ensure high-quality service and safety. Typically standing, walking, bending, and stooping. Ability to lift and carry at least 50 lbs. Role requires hand dexterity and the ability to reach and stretch.

Must endure long periods of exposure to excessively hot and cold weather conditions.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential duties.

Exterior car wash environment.

This position is performed primarily in an outdoor environment, exposed to varying weather conditions including sun, heat, cold, rain, and humidity. The work area can be loud due to operating machinery, high-pressure water systems, and vehicle traffic. Team members may be exposed to wet and slippery surfaces, strong water spray, cleaning solutions, and moving vehicles. This role requires standing and moving throughout the shift in a fast-paced environment while maintaining a focus on safety, quality, and customer service.

The Store Manager is expected to be scheduled to work 40-45 hours per week. While this schedule serves as a guideline, the Store Manager is responsible for adjusting their schedules as needed to ensure proper coverage in the event of staffing shortages based on business demands.

My signature below acknowledges that this job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions and perform any other related duties, as may be required by their supervisor. Nothing in this job description restricts management's right to assign, reassign, or remove duties and responsibilities to/from this job at any time. This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

Printed Name

Signature

Date

SM- Tactical leader, supports execution. Focuses on daily operations, coaching shift leads, and filling in for GM when absent.			
GM- Strategic leader, accountable for results. Owns financials, staffing, scheduling, payroll, and operational standards.			
Category	Store Manager (SM)	General Manager (GM)	Key Difference
Primary Purpose	Supports execution of day-to-day operations, especially when GM is not on-site.	Oversees overall performance and operations of the location, ensuring all goals are met.	GM is the ultimate owner of site performance; SM is the GM's right hand, focused on execution.
Leadership Scope	Acts as GM in their absence. Coaches Shift Leaders & Team Leaders. Participates in hiring process (minimum 2 interviews per week).	Leads entire team full-time, fosters a culture of empowerment, directly supervises team members.	GM has direct supervisory accountability; SM focuses on indirect supervision and development.
Hiring & Development	Assist in selection, development, and retention of team. Identifies and coaches emerging leaders.	Selects and retains team members; responsible for full development and leadership growth.	GM is the final decision-maker for hiring and retention.
Sales & Revenue Responsibility	Responsible for exceeding sales goals through team development and customer interactions; supports membership growth.	Responsible for achieving continuous financial success; drives KPIs and membership growth.	GM is ultimately accountable for financial performance; SM's role is to execute and support.
Scheduling	Assist GM in schedule creation and adjustments.	Creates and communicates schedule for each day/week.	GM owns scheduling; SM helps.
Payroll	Assist GM in reviewing and approving hours.	Performs payroll tasks including approving hours.	GM is primary owner; SM supports.
Maintenance & Site Standards	Assists GM in ensuring maintenance, cleanliness, and compliance with site standards. Troubleshoots equipment issues and partners with facilities/IT.	Responsible for ensuring all maintenance and site standards are completed. Troubleshoots and partners with facilities/IT.	GM has full accountability; SM executes tasks.
Customer & Employee Relations	Resolves concerns and fosters respectful workplace; delivers 5-star experience.	Same responsibilities, but with ultimate authority and accountability.	GM is the final escalation point.
Supervision	Functions semi-autonomously, in-directly supervises 8-12 employees.	Functions semi-autonomously, directly supervises 8-12 employees.	GM has direct management responsibility.
Decision-Making	Executes GM's direction, steps into GM role when GM unavailable.	Sets direction, makes final decisions on operations, hiring, and discipline.	GM is strategic decision-maker; SM is tactical executor.
Hours & Scheduling Expectations	40-45 hours/week. Adjusts schedule for coverage as needed.	45-50 hours/week. Adjusts schedule for coverage as needed.	GM expected to work more hours and be fully responsible for coverage.
Experience Requirement	1-3 years assistant management experience.	1-3 years management experience.	GM requires stronger leadership background.