



POSITION DESCRIPTION

Functional Title:	Market Partner	Compensation Title:	Area Director
Department:	Operations	Location:	Store assignment is market specific.
Reports To:	Regional Director	FLSA Status:	Exempt
Approved By:	VP, Operations	Approved Date:	12/17/2025

POSITION PURPOSE

A brief summary of the purpose this position must fulfill.

The Market Partner is responsible for overseeing the day-to-day operational performance of multiple locations within an assigned market, ensuring consistent execution of company standards, financial targets, and people development initiatives. In addition to market-level oversight, this role serves as the acting General Manager for one designated location within the 2–3 stores assigned, maintaining full accountability for that site's operational, financial, and people outcomes. As a key link between site-level leadership and the Regional Director, the Market Partner drives alignment, accountability, and continuous improvement across all assigned locations while modeling hands-on leadership at the store level.

The 5 Oars of Excellence define the expectations of this role and serve as the foundation for operational leadership. This position is responsible for developing and retaining a strong bench of future leaders, ensuring consistent execution of training and operational standards, and delivering a five-star experience for both customers and employees. Through disciplined leadership, accountability, and a focus on quality, safety, and hospitality, this role drives sustainable growth, operational efficiency, and the achievement of revenue and EBITDA objectives.

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. Lead the execution of operational, financial, and people strategies across assigned locations, ensuring alignment with company and regional objectives while maintaining full General Manager accountability for a designated site.
2. Partner closely with the Area Director to implement strategic initiatives, communicate priorities, and monitor performance across multiple locations.
3. Provide direct leadership, coaching, and performance accountability to site-level managers and team members, reinforcing operational standards, safety protocols, and customer service expectations.
4. Analyze and act on key performance indicators, including revenue, labor, controllable expenses, membership growth, customer feedback, and staffing metrics, to drive consistent results and continuous improvement.
5. Recruit, develop, mentor, and retain high-performing leaders and team members, building bench strength and preparing talent for future advancement.
6. Support employee engagement and retention through effective hiring, onboarding, training, scheduling, performance management, and payroll oversight.
7. Foster a positive, customer-focused culture by leading by example and reinforcing company pillars of Respect and Communication.

8. Drive sales performance and membership growth by developing team capability and ensuring consistent, high-quality customer interactions, including educating customers on wash products, packages, and membership options.
9. Identify operational gaps and risks; implement corrective action plans and escalate employee relations, customer issues, and safety concerns in partnership with Human Resources, Safety, Facilities, IT, and the Regional Director.
10. Ensure site cleanliness, completion of scheduled maintenance, equipment functionality, policy compliance, and adherence to all safety standards.
11. Perform other duties as assigned.

QUALIFICATIONS

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

KNOWLEDGE

Must possess knowledge of multi-site operations management, labor planning, and performance management, and basic P&L concepts, budgeting, and expense control.

Knowledge of KPI analysis, operational metrics, and customer service standards, required.

Must possess knowledge of safety, compliance, and operational best practices.

SKILLS AND ABILITIES

Must possess the ability to analyze operational and financial data and translate insights into actionable plans.

Strong leadership, coaching, and communication skills to influence and develop site-level leaders required.

Must possess strong organizational and time-management skills in a fast-paced, multi-site environment.

Proficiency in Microsoft Office Suite (including Excel) and Google Workspace or similar systems.

Must possess the ability to balance hands-on operational support with strategic execution.

SUPERVISION

Position functions semi-autonomously. Position directly supervises 8 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 bachelor's degree or equivalent in finance, business or related field plus 3-5 multi-unit operational leadership experience, preferably within a fast-casual dining or retail environment. However, a combination of experience and/or education will be taken into consideration.

COMMUNICATION SKILLS

Ability to read and interpret general business and/or technical documents. Ability to write comprehensive reports and detailed business correspondence. Ability to work with groups of people such as other departments and communicate known concepts. Ability to present to a group of departments.

MATHEMATICAL SKILLS

Ability to analyze and interpret basic P&L statements, budgets, and variance reports.

Ability to forecast revenue, manage labor targets, and control controllable expenses across multiple locations.

Ability to calculate percentages, averages, and trends related to key operational metrics such as labor cost, productivity, and sales performance.

Ability to use data-driven insights to support operational decisions and performance improvement plans.

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.

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.

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.)

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