

JOB DESCRIPTION

Regional Director

Purpose

The Regional Director (RD) position is responsible for overseeing four (4) to six (6) Area Directors within their assigned region. This position is responsible for the day-to-day oversight of all store, facility, financial, personnel and all other operational aspects of the business.

Objectives

1. **Spend 80% of your time on the development of your Area and Multi-Site Directors as well as the staff at your locations.**
2. Develop Area Directors to be eligible for promotion to Regional Director.
3. Increase the average total active membership plans of the assigned area by 2% per month and 7% per quarter.
4. Increase the average Gross Profit Percentage (GPP) of the assigned area by 0.75% per month and 3.5% per quarter.

Scope of Responsibility

Operations

- Working with each of your Area Directors and Multisite Directors each week to set their schedules.
- Conducting 20-minute, 1-on-1 calls or meetings with each of your Area Directors each week before Tuesday evening.
- Working with your Regional Vice President to set your schedule each week before Sunday evening.
- Hosting the biweekly Area Director call as well as the biweekly General Manager call (these can be on your “office day”).
- Overseeing the execution of new store opening processes (both before and after opening) as well as acquisition rebrands with help from your regional vice president.
- Communicating with Area Directors and Regional Vice President regarding store operations, equipment issues, damage claims, employees, development, etc.
- Monitoring the quality of Leadership Summaries and ensuring attendance in all available or required Development Classes.
- Reviewing weekly work schedules for each of your Locations with your Area Directors each week.
- Ensuring management is maintaining a great culture and positive environment at all locations.
- Providing coaching to the managers and acting as a resource to each store employee to help inspire the success of each store.

HR/Recruiting

- Ensuring adequate staffing and maximizing retention by developing employees and managers who exceed guest expectations, increase revenue, and display leadership.
 - Work with the HR team to ensure proper processes are followed regarding hiring, promotions, status changes, and terminations.
 - Conduct a call with Recruiting every two (2) weeks to discuss current staffing needs and recruiting processes.
- Reviewing the final payroll submission submitted by each location.

JOB DESCRIPTION

Regional Director

Financial

- Monitoring and reviewing the P&L reports of their stores with ADs, MSDs, and Location Management, and developing effective ways to fill in any gaps between actual performance and company projections.
 - Meet with CFO once per week to discuss financial performance.
 - Reviewing weekly and monthly cars per man hour (CPMH), unlimited speed club and wash book metrics and goals.

Facilities

- Working with the Regional Facilities Manager and IT Director for their assigned region to coordinate equipment and facility repairs.
 - Ensure your ADs and MSDs are prepared for and ready to participate in the weekly Facilities call.
 - Communicate with the Regional Facilities Manager at a minimum of once per week.

Loss Prevention

- Reviewing customer damage claims and approving Release of Claims forms from each location.
 - Review open claims with Director of Loss Prevention every two (2) weeks