



JOB DESCRIPTION

Area Director

WHITEWATER EXPRESS CAR WASH
(346) 367-2500
106 VINTAGE PARK BLVD, #100
HOUSTON, TX 77070
WWW.WHITEWATERCW.COM

Purpose

The Area Director (AD) position is responsible for monitoring four (4) to ten (10) locations within their assigned area. This position is responsible for the day-to-day oversight of all store, facility, finance, personnel and all other operational aspects of the business.

Objectives

- 1. Spend 80% of your time developing the staff at your locations.**
- Develop at least one General Manager to be eligible for promotion to Multi-Site Director.
- Develop at least one Multi-Site Director to be eligible for promotion to Area Director.
- Ensure membership growth and retention to meet and exceed the budgeted goals set forth by your VP and Regional Director
- Maintain an average 30-day team member retention rate of 90% or higher at all assigned locations.
- Ensure budgeted revenue and gross profit goals your VP and Regional Director set forth are met and exceeded at each location.

Scope of Responsibility

This position is responsible for all duties of the Team Leader 1, Team Leader 2, Shift Leader 1, Shift Leader 2, Store Manager, and General Manager positions.

Culture

- Ensuring the management teams maintain WhiteWater's culture of respect and communication across all stores.
- Ensuring a great culture is maintained by creating and sustaining a hospitable, fun workplace and ensuring the development of team leaders, shift leaders, store managers, general managers, multi-site directors, and three-site directors to make a positive, customer-focused environment to promote the growth of our teams and our business.
- Providing coaching to the managers and acting as a resource to each store employee to help inspire the success of each store.

Operations

- Communicating with the Multi-Site Directors and Regional Director regarding store operations, equipment issues, damage claims, employees, development, etc.
- Monitoring the content and quality of Leadership Summaries and responding to at least one (1) Leadership Summary daily.
- Ensuring the General Managers perform their daily and weekly tasks, including completing GM Weekly Update, Wash Quality, Manager Site Standards, Preventative Maintenance, and Opening and Closing Tasks.
- Performing bi-weekly Director Site Standards and monthly Site Safety walks.

Customer Service & Sales

- Assisting customers and educating them on wash products, wash packages, wash books, and membership plans.
- Assisting customers with membership account changes, updates, or issues.
- Working with Multi-Site and Area Directors to develop methods of growing sales to maximize profits, including ensuring each of your team members has completed and signed off on all modules of the Sales Development Program and is regularly practicing their skills via role-play, customer interactions, and coaching.
- Sourcing and communicating with at least three (3) businesses or organizations per week to educate them on our fleet and multi-car programs.



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Development

- Ensuring the training and development of the Team Leader, Shift Leader, Store Manager, General Manager and Multi-Site Director positions are being completed based on our development model, online modules, developer guides, and sign-off forms to complete all tasks as scheduled in the development calendar.
- Monitoring the General Managers' progress of Shift Leader and Store Manager development to ensure all resources are used appropriately, and all team members complete all tasks as scheduled in the development calendar.
- Monitoring the Multi-Site Directors' progress of General Manager development to ensure all resources are used appropriately, and all team members complete all tasks as scheduled in the development calendar.
- Training and development of General Manager and Multi-Site Director positions utilizing our development model, online modules, developer guides, and sign-off forms to complete all tasks as scheduled in the development calendar.
- Attending Development Workshops on an ongoing basis, including all required refresh workshops and ensuring all team members regularly participate in Development Workshops available to them to increase their knowledge, skills, and abilities.
- Performing weekly one-on-one meetings to provide one-on-one coaching to managers and multi-site directors and acting as a resource to each team member to help inspire the success of each store.

Recruiting

- Utilizing WhiteWater's interview guides to ensure all necessary information is gathered and communicated with the appropriate team members.
- Completing the hiring and onboarding process for externally hired managers and multi-site directors.
- Reviewing job postings and interfacing with the Recruiting Department and Managers to ensure we stay current on our hiring needs.
- Participating in one (1) interview per week at each location with your general and store managers to ensure the proper usage of the WhiteWater interview guides.

Financial/Accounting

- Performing reviews of daily and weekly KPIs (conversion rate, CPLH, membership growth, volume, Rinsed) with the Managers and Area Director to monitor performance. Discuss underperformance with management and take steps to improve the performance of these locations.
- Monitoring the P&L reports for each store and developing effective ways to fill in any gaps between actual performance and company projections.
- Reviewing and approving invoices for all assigned locations.
- Reviewing and commenting on Repair & Maintenance and Facilities Supplies & Repairs reports provided by the Accounting department.

Payroll

- Reviewing and providing final approval of weekly work schedules for Location Management and Multi-Site Directors.
- Reviewing the final payroll submission submitted by each location.
- Ensuring that all managers and multi-site directors receive the appropriate bonuses based on their hiring terms.



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Loss Prevention

- Reviewing customer damage claims and approving Release of Claims forms from each location in conjunction with your Regional Director and the Director of Loss Prevention.
- Validating that all team members have been added to the Risk Management Portal and that all team members complete safety training on time as assigned.
- Reviewing reports, goals, and safety policies with the Director of Loss Prevention and Safety.
- Reviewing regular loss prevention statistics, including rewashes.

Facilities/IT

- Communicating with the Regional Facilities Manager and IT Manager for their assigned area to review reports and upcoming facilities projects and coordinate equipment and facility repairs, including being prepared for and ready to participate in the weekly Facilities call.
- Performing daily reviews of all MaintainX tickets for each location and taking steps to troubleshoot both onsite and via phone/video.

Schedule

- Regularly scheduled from Tuesday through Saturday each week
 - At least two (2) regularly scheduled days must be swapped each month
 - Minimum of one (1) Sunday and one (1) Monday each month
- Work two (2) opening, one (1) middle and two (2) closing shifts each week.
- Work at 1-2 locations per day as your Regional Director schedules.
- Work one (1) opening and one (1) closing shift with a manager at least once a week
- Conduct weekly, 20-minute one-on-one calls with your Regional Director to plan for the week and discuss the financial performance, hiring and development at each location.
- Attend and participate in biweekly Area Director and General Manager calls.
- Maintain availability on scheduled days off to ensure that stores continue operating and our teams work in a safe environment.

Physical Requirements

This role demands physical strength, agility, endurance, and a keen eye for detail to ensure high-quality service and safety. Working at an exterior car wash is physically demanding and requires working in various weather conditions. Key physical requirements include:

- Standing/Walking: Most of the shift is spent on feet, moving around the facility or standing at stations.
- Lifting/Carrying: Need to handle equipment like hoses, brushes, and cleaning supplies, including occasionally moving heavy items.
- Bending/Stooping: Frequently required to reach lower parts of vehicles.
- Reaching/Stretching: Necessary for cleaning high areas of vehicles, sometimes using aids like stools or ladders.
- Hand Dexterity: Extensive use of hands for scrubbing, detailing, and operating tools is essential.
- Endurance: Ability to work long periods, particularly during busy times, is needed.
- Weather Tolerance: Work is outdoors, requiring preparedness for all weather conditions.
- Stamina: Must maintain pace during peak hours for efficient customer service.
- Attention to Detail: Essential for thorough cleaning and avoiding vehicle damage.
- Safety Awareness: Must follow safety procedures to avoid accidents and handle chemicals safely.



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Qualifications for Promotion to Regional Director

- Employed with the company as an Area Director for a minimum of twelve (12) months.
- Achievement of all Objectives as outlined above.
- Complete all Development Modules and obtain Manager Development Sign Off on all Team Leader 2 modules and workshops as designated in the WhiteWater Career Path.
- Ability and willingness to travel.
- Must not be on Final Notice.
- Any active employee counseling reports must be reviewed by the Regional Vice President, Vice President of Operations, Chief Financial Officer, President, and HR before a promotion is approved.
- Successful completion of a background check.
- All promotions must be approved by the Regional Vice President, Vice President of Operations, Chief Financial Officer, and President.