



JOB DESCRIPTION

Multi-Site Director

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

Purpose

The Multi-Site Director (MSD) position is responsible for monitoring the day-to-day operations of each location and developing the people who work in those stores to execute all store goals to achieve continuous financial success. The Multi-Site Director will serve as the General Manager and primary contact at the location that has the lower volume between the two, and this will be deemed their home location.

Objectives

1. Develop a Shift Leader to be eligible for promotion to Store Manager.
2. Develop a Store Manager to be eligible for promotion to General Manager.
3. Average 4.5% conversion rate over the past three (3) months for each location.
4. Manage labor based on location volume and static schedule.
5. Increase the total active membership plans at each location by 10%.
6. Increase the Gross Profit Percentage (GPP) by 3% at each location.

Scope of Responsibility

This position is responsible for all duties of the Team Leader, Shift Leader, 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 Area and Regional Directors 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 Manager at the higher volume location performs their daily and weekly tasks, including completing the GM Weekly Update, Wash Quality, Manager Site Standards, Preventative Maintenance, and Opening and Closing Tasks.
- Performing monthly Director Site Standards and Site Safety walks at the higher volume location.

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 Managers and Area Director 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.



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- Sourcing and communicating with at least two (2) businesses or organizations per week to educate them on our fleet and multi-car programs.

Development

- Completing all development modules and programs for the Multi-Site Director position.
- Training and development of the General Manager position at the higher volume location utilizing our development model, online modules, developer guides, and sign-off forms to complete all tasks as scheduled in the development calendar.
- Monitoring the General Manager's progress of Shift Leader and Store Manager development at the higher volume location to ensure all resources are used appropriately, and all team members complete all tasks as scheduled in the development calendar.
- Training and development of the Shift Leader and Store Manager positions at their home location utilizing our development model, online modules, developer guides, and sign-off forms to complete all tasks as scheduled in the development calendar.
- Monitoring the Store Manager's progress of Team Leader development at their home location to ensure all resources are used appropriately, and all team members 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 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 newly hired team members.
- Reviewing job postings and interfacing with the Recruiting Department and Managers to ensure we stay current on our hiring needs.
- Participating in three (3) interviews each week with your store manager and ensuring the proper usage of the WhiteWater interview guides at the home location.
- Participating in three (3) interviews each week with your general and store managers and ensuring the proper usage of the WhiteWater interview guides at the higher volume location.

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.



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Payroll

- Reviewing and providing final approval of weekly work schedules for Location Management at the higher volume location.
- Reviewing and providing final approval of weekly work schedules for hourly employees at the home location.
- Performing payroll tasks, including reviewing and approving hours for Location Management and submitting payroll on a bi-weekly basis at the higher volume location.
- Performing payroll tasks, including reviewing and approving hours for all hourly employees and submitting payroll on a bi-weekly basis at the home location.
- Ensuring all team members and managers at both locations receive the appropriate bonuses based on their hiring terms.

Loss Prevention

- Reviewing and approving customer damage claims from each location in conjunction with the Area and Regional Director and the Director of Loss Prevention.
- Validating 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 the higher volume location to review reports and upcoming facilities projects to coordinate equipment and facility repairs, including being prepared for and ready to participate in the weekly Facilities call.
- Communicating with Lead Facility and IT Technicians assigned to the home location to highlight priorities and collaborate on projects or repairs that can be performed by store personnel, including attendance of weekly facilities and IT calls and workshops.
- Performing daily reviews of all MaintainX tickets for each location and taking steps to troubleshoot both onsite and via phone/video.

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.



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- 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.

Schedule Expectations

At WhiteWater, the Multi-Site Manager is expected to be scheduled for 50 hours per week, which includes a one-hour daily lunch break, resulting in a minimum of 45 onsite working hours. While this schedule serves as a guideline, the Multi-Site Manager is responsible for adjusting their schedules as needed to ensure proper coverage in the event of staffing shortages based on business demands.

Qualifications for Promotion to Area Director

- Employed with the company as a Multi-Site Director for a minimum of six (6) months.
- Achievement of all Objectives as outlined above.
- Complete all Development Modules and obtain Manager Development Sign Off on all Area Director modules and workshops as designated in the WhiteWater Career Path.
- Ability and willingness to travel and/or relocate.
- Must not be on Final Notice.
- Any active employee counseling reports must be reviewed by the Regional Director, Regional Vice President, Vice President of Operations and HR before a promotion is approved.
- Successful completion of a background check.
- All promotions must be approved by the Regional Director, Regional Vice President and Vice President of Operations.