



## **Area Director**

At WhiteWater Express, we are more than just a car wash; we are a company built on respect, communication, and a passion for people. Our dedicated team members are leaders within the company, and we believe that personal growth is the key to our organizational success. If you are a self-starter, motivated, and ready to take on new challenges, we want you to succeed with us, as a part of a rapidly growing business.

### **Position Overview**

The Area Director (AD) is a strategic leadership role responsible for overseeing the operations of four (4) to ten (10) locations within a designated area. This position ensures the successful execution of business objectives across multiple sites, with a strong focus on operational excellence, team development, and financial performance.

The Area Director plays a critical role in shaping the culture, performance, and growth of their assigned locations. This includes oversight of store operations, facility management, financial performance, personnel development, and customer engagement. Reporting directly to the Regional Director and Vice President, the AD ensures that all business units meet or exceed established standards and goals.

### **Key Responsibilities**

- Provide day-to-day operational leadership and direction to assigned locations, fostering a positive work culture for an exceptional guest experience.
- Monitor and drive performance across all operational aspects including store performance, staffing, facilities, and financial outcomes.
- Act as a key liaison between location leadership teams and senior regional leadership.
- Collaborate with General Managers and Multi Site Directors on store operations, equipment, damage claims, and employee development.
- Step up to fill open shifts when necessary to ensure seamless operations.
- Maintain regular communication with the recruiting team to ensure adequate staffing, retention, and potential employee progression.
- Review Leadership Summaries and ensure staff participation in development programs.
- Approve weekly work schedules, payroll submissions, purchasing invoices, and devise sales & metrics strategies.
- Analyze P&L reports and create sales and development strategies to meet company projections.

Key Objectives:

- Team Development: Spend at least 80% of your time actively coaching, mentoring, and developing the leadership and staff across all locations.
- Leadership Pipeline: Identify and develop at least one General Manager to be eligible for promotion to Multi-Site Director.
- Membership Growth: Drive initiatives to grow and retain memberships, meeting or exceeding budgeted goals set forth by the VP and Regional Director.
- Team Retention: Maintain an average 30-day team member retention rate of 90% or higher across all assigned locations.
- Financial Goals: Ensure each location meets or exceeds its budgeted revenue and gross profit targets as directed by leadership.

### **Qualifications**

- Proven track record in leadership, successful management, and staff development.
- 5+ years of multi-unit leadership experience in managing multiple locations.
- Passion for delivering outstanding customer service.
- Proven track record of driving revenue growth and profitability through strategic planning and operational efficiency
- Experience in leading and developing store-level managers (GMs, Assistant Managers, etc.) with a focus on performance management and succession planning
- Demonstrated ability to implement and maintain operational standards across a region or market
- Strong knowledge of P&L management, budgeting, and financial reporting
- Ability to thrive in an outdoor, all-weather, and fast-paced environment.
- Flexible scheduling, including evenings and weekends.
- Must successfully complete a pre-hire background check

### **Benefits**

- Competitive Compensation in Base and Bonus Potential
- Comprehensive Health Benefits (Medical, Dental & Vision)
- Pet Insurance is available
- Paid Time Off in addition to Company Paid Holidays
- 401(k) Retirement Plan with Company Match
- Company-Paid Life Insurance
- Pathways to Advancement
- Free Weekly Car Washes

Our employees are our most valuable asset. We only employ the best people in the service industry who embrace new challenges with enthusiasm. If you are looking for professional development with advancement opportunities in a fast-growing organization, come join our Team!