



General Manager

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 General Manager is responsible for the location's overall performance and operations. These responsibilities include monitoring and managing all day-to-day operational tasks through planning, organizing, leading, and executing all store goals to achieve continuous financial success. This includes responsibilities for all duties of the Team Leader, Shift Leader, and Store Manager.

Key Responsibilities

Leadership and Culture

- Lead by example, fostering a team-oriented environment where every employee feels empowered to lead.
- Cultivate a positive, customer-focused workplace culture through team development and leadership growth.
- Infuse positivity, focus, and a passion for learning into the workplace.

Customer and Employee Satisfaction

- Address and resolve customer and employee concerns, including incident reporting.
- Educate customers on wash products, packages, wash books, and membership plans.

Operations and Maintenance

- Monitor and adjust equipment, wash package functions, and tunnel efficiency to ensure optimal performance.
- Ensure completion of all scheduled maintenance tasks, store cleanliness, and compliance with site standards.
- Communicate with facility and IT technicians regarding maintenance and repair needs.
- Participate in weekly facility and IT calls and workshops.
- Learn to identify and troubleshoot hardware issues with pay stations and other equipment.

Safety and Compliance

- Uphold company policies, enforce safety protocols, and ensure completion of all required safety training.
- Ensure team members complete safety training and company policies are always followed.

Staffing and Development

- Ensure adequate store staffing through proactive recruiting, hiring, and promoting.
- Utilize structured interview guides to assess and recruit potential hires and support the hiring and onboarding process.

Sales and Business Growth

- Sourcing and promoting fleet and multi-car programs to local businesses.

Administrative

- Perform payroll tasks, including reviewing and approving hours for all employees.
- Perform reviews of daily and weekly KPIs with Managers and Area Director.

Qualifications

- Proven leadership in staff development and a passion for exceptional customer service.
- Ability to thrive outdoors in all weather, with flexibility for evenings and weekends.
- Successful completion of a pre-hire background check.
- Leadership experience overseeing 3-10 direct reports for 1-3 years, including hourly and salary level employees from entry to mid-level experience
- Ability to collaborate and communicate effectively with Facility and IT Technicians to identify priorities and perform repairs or complete projects.
- Ability to work long periods, during busy hours as needed
- Attention to detail, essential to ensure high-quality service and safety
- Must have safety awareness and handle chemicals per safety guidelines.

Benefits

- Competitive Compensation in Base and Bonus Potential
- Comprehensive Health Benefits (Medical, Dental & Vision)
- 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!