

AREA COACH / DISTRICT MANAGER

Department:	Operations
Reports to:	Director of Operations (DO), Vice President of Operations (VP)
Employment Type:	Salary, Exempt
Work Location:	Locations within assigned area or territory

POSITION SUMMARY:

The Area Coach (AC) is responsible for overseeing the operational and financial success of multiple restaurant locations within a designated area. This role ensures each restaurant consistently delivers outstanding guest service, strong financial performance, a safe and compliant environment, and a positive employee culture aligned with company values. The Area Coach leads, coaches, and develops restaurant managers and teams to achieve company objectives, maintain high-quality service standards, ensure compliance with health and safety regulations, and drive profitability. The Area Coach collaborates cross-functionally with internal/external stakeholders and departments to drive results. The ideal candidate is a people-first, hands-on leader with a proven ability to inspire, develop, and hold teams accountable while driving operational excellence and delivering outstanding guest experiences across multiple QSR locations.

DUTIES & RESPONSIBILITIES:

- **Leadership & Team Development:**
 - Hire, mentor, coach, and retain top Restaurant General Managers (RGMs). Ensure managers are trained in leadership, operations, guest experience, and financial management.
 - Provide leadership development and succession planning to create a strong bench of future leaders.
 - Conduct regular performance reviews, set SMART goals, and provide constructive, actionable feedback to improve individual & team performance.
 - Partner with Human Resources to ensure compliance with employment laws and internal policies.
 - Promptly resolve conflicts and handle employee relations issues as they arise.
 - Spread joy; foster a team-oriented work culture with open communication, accountability, and high morale across all locations.
 - Lead by example to model and always promote company core values and brand standards.
- **Operations Leadership:**
 - Oversee operations of restaurants in assigned area to ensure consistent adherence to brand standards, operational excellence, food safety, and cleanliness.
 - Conduct frequent site visits and audits to assess operational performance, coach leaders, and implement corrective actions.
 - Ensure restaurants are staffed, scheduled, and managed to optimize labor efficiency and the guest experience.

- Analyze P&L statements and operational data to identify trends, opportunities, and areas for improvement.
- Ensure consistent implementation of company policies, procedures, and standards across all assigned restaurants.
- Help resolve operational issues, from customer complaints to employee relations, with timely and effective solutions.
- **Financial Performance:**
 - Monitor and analyze the financial performance of each assigned location (e.g., sales, costs, labor, and profits); achieve or exceed area-level financial goals.
 - Maximize profitability through strategic planning and cost control initiatives.
 - Ensure adherence to budget, cost control, and forecasting requirements.
- **Guest Experience & Brand Stewardship:**
 - Ensure all assigned restaurants deliver exceptional guest service and maintain high customer satisfaction scores.
 - Drive exceptional guest satisfaction by ensuring service standards, speed of service, and order accuracy are consistently met or exceeded.
 - Lead a culture of joy, hospitality, and accountability across all restaurants.
 - Assist in creating and implementing strategies to improve the guest experience and handle customer feedback.
- **Compliance & Risk Management:**
 - Ensure all locations comply with company policies, health and safety standards, and regulatory requirements.
 - Assist in training managers and staff to ensure compliance with local, state, & federal laws.
 - Monitor adherence to cleanliness and sanitation standards.
 - Lead food safety audits and security protocols.
 - Respond to incidents, emergencies, or complaints with professionalism and urgency.
- **Strategic Planning & Execution:**
 - Collaborate with the Director of Ops / VP of Ops to develop strategies for market growth, operational improvement, and talent development.
 - Assist in developing promotional activities and local marketing strategies to drive business.
- **Reporting & Documentation:**
 - Maintain accurate records and reports on operational metrics, financial performance, employee performance, and customer satisfaction.
 - Prepare and present reports to the Director of Ops / VP of Ops on the performance and needs of the assigned area.

KEY COMPETENCIES:

- Strategic Thinking & Planning: Thinks beyond daily operations to align team efforts with long-term business goals and performance targets.

- Team Leadership & Talent Development: Builds high-performing teams by hiring, coaching, and developing leaders through strong mentorship and accountability.
- Business Acumen & Financial Analysis: Understands key financial drivers and uses data to make informed decisions that improve profitability and efficiency.
- Operational Execution & Quality Control: Ensures consistent execution of brand standards, safety practices, and operational excellence across all locations.
- Conflict Resolution & Coaching: Effectively addresses issues with clarity and empathy while fostering a culture of growth and performance improvement.
- Results Orientation: Driven to achieve and exceed targets while holding self and others accountable for strong, measurable outcomes.
- Adaptability in a Fast-Paced Environment: Thrives in a dynamic environment and adjusts quickly to shifting priorities and business needs.
- Communication & Influence: Communicates clearly and motivates others through trust-building, collaboration, and positive leadership.
- Standards & Integrity: Sets the tone for compliance and a values-based culture by consistently modeling Positive Energy, Accountability, Recognition, & Servant Leadership.

SKILLS & QUALIFICATIONS:

- Must be at least 21 years old.
- High school diploma or equivalent required; degree in Hospitality Management or Business preferred.
- Minimum of 3-5 years of experience in a managerial or leadership position in the restaurant or hospitality industry.
- Proven experience in managing multiple locations; leading large, high-performing teams; and delivering strong operational results.
- Proficiency in restaurant operations, scheduling, inventory, and P&L management.
- Must be able to fluently speak, write, and understand English.
- Must be able to successfully pass a background check and Motor Vehicle Report (MVR).
- Must possess a valid driver's license.
- Ability to travel regularly within assigned area; reliable transportation required.
- Strong leadership, communication, and interpersonal skills.
- Excellent problem-solving and decision-making abilities.
- Proven financial management, cost control, and budgeting skills.
- Strong organizational and multitasking abilities.
- Knowledge of health/food safety, restaurant operations, and customer service principles.
- Ability to work effectively in high-pressure situations and manage multiple tasks simultaneously.

WORKING CONDITIONS & PHYSICAL REQUIREMENTS:

- Must be available to work a flexible schedule including nights, weekends, and holidays as business needs dictate.
- Frequent travel to assigned restaurant locations.
- Fast-paced, guest-facing environment requiring multitasking and frequent decision-making.
- Must be able to stand and walk for extended periods during restaurant visits and inspections.
- Must be able to lift, carry, and move up to 50 lbs.
- May be exposed to heat, cold, cleaning chemicals, and sharp kitchen equipment.
- Ability to handle stressful situations and adapt quickly to changing conditions.

COMPENSATION & BENEFITS:

- Competitive salary + performance-based incentives
- Car & phone allowance
- Comprehensive health and wellness benefits
- Retirement plan with company match
- Paid time off (PTO)
- Opportunities for professional development and career advancement