

## SENIOR AREA COACH / SENIOR DISTRICT MANAGER

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

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### **POSITION SUMMARY:**

The **Senior Area Coach** (Sr. AC) plays a critical leadership role, providing direct oversight to Area Coaches (ACs) and restaurant operations including Restaurant General Managers (RGMs), when applicable, within their assigned market.

In addition to ensuring operational excellence across multiple restaurants, the Sr. AC is responsible for coaching, mentoring, and holding ACs and RGMs accountable for people, process, and profit execution. This leader is a strategic partner to senior Operations leadership by driving performance improvement, leading organizational initiatives, strengthening the leadership pipeline, and ensuring that company culture and values are consistently lived out across all locations.

The Sr. AC balances hands-on, side-by-side coaching with high-level performance analysis and planning to deliver sustainable growth, improved guest experience, and strong financial results across the market.

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### **DUTIES & RESPONSIBILITIES:**

- **Leadership & Development:**
  - Directly manage, coach, and hold ACs, and when applicable RGMS, accountable for delivering results in People, Process, and Profit categories.
  - Provide mentorship, leadership development, and succession planning for ACs and RGMs to build strong bench of future leaders.
  - Conduct weekly 1:1 calls and performance reviews with ACs, and when applicable RGMs, to ensure consistent alignment with business objectives.
  - Role-model servant leadership, accountability, and positive energy to reinforce the Company's values and high-performance standards.
  - Spread joy; foster positive energy, open communication, accountability, and high morale across all locations.
- **Organizational Development:**
  - Conduct frequent side-by-side visits with ACs and RGMs in restaurants requiring special attention, focusing on people development, operational excellence, and financial improvement.
  - Execute regular, unannounced audits and/or "shop" your assigned locations to ensure company, brand, and regulatory compliance.

- Lead weekly bench calls to track progress of leadership pipeline, staffing levels, and readiness-to-promote.
- Guide ACs and RGMs in delivering effective restaurant coaching, emphasizing MIC accountability, guest experience, and accuracy.
- **Strategic & Operational Execution:**
  - Oversee and facilitate weekly Big Rock Day reviews with ACs to align calendars, address critical operational gaps, and establish action plans for low performing restaurants.
  - Drive accountability with ACs and RGMs by following up on the progress and completion of assigned actions and ensuring the execution of improvement plans.
  - Partner with senior leadership to execute strategic business initiatives, culture-building programs, and talent development strategies.
- **Performance Analysis & Financial Oversight:**
  - Analyze restaurant and area-level performance trends daily, weekly, and periodically, identifying gaps and coaching ACs, and when applicable RGMs, on corrective action.
  - Ensure ACs and RGMs effectively utilize operational dashboards and financial reports to manage sales, labor, ICOS, and guest satisfaction.
  - Provide VP with performance readouts and recommended strategies for improvement.
- **Guest Experience & Brand Stewardship:**
  - Elevate guest satisfaction by coaching ACs and RGMs on implementing speed, accuracy, friendliness, and hospitality, serving brand standards.
  - Lead by example during store visits to model positive guest interactions.
  - Hold leaders accountable for service delivery.
- **Compliance & Risk Management:**
  - Ensure ACs and RGMs enforce compliance with food safety, cleanliness, health standards, and regulatory requirements.
  - Help resolve escalated operational issues, from customer complaints to employee relations, with timely and effective solutions.

#### **KEY COMPETENCIES:**

- Multi-Level Leadership: Ability to lead direct reports and influence restaurant leaders through mentorship, accountability, and empowerment.
- Strategic Planning & Execution: Skilled at aligning teams around long-term business goals while managing tactical daily execution.
- Operational Excellence: Deep knowledge of brand and company operations with proven ability to improve underperforming markets.
- Analytical & Business Acumen: Strong ability to interpret financial, operational, and people data to make informed decisions.
- Coaching & Development: Effective at building leadership capacity in others and creating a strong talent pipeline.

- Influence & Communication: Exceptional communication skills to engage, inspire, and align diverse teams.
- Resilience & Adaptability: Thrives in fast-paced, high-stakes environments while balancing multiple priorities.

#### **SKILLS & QUALIFICATIONS:**

- High school diploma or equivalent required; degree in Hospitality Management, Business, or related field preferred.
- Minimum 5–7 years of leadership experience in multi-unit restaurant or QSR management, including in a Area Coach/District Manager role.
- Demonstrated experience managing leaders and achieving strong business results.
- Strong financial management, P&L oversight, and operational analysis experience.
- Proven ability to develop leaders and drive consistent execution across multiple layers of leadership.
- Excellent problem-solving and decision-making abilities.
- 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; reliable transportation and the ability to travel frequently within assigned area is required.

#### **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 and area meetings.
- Must be able to stand and walk for extended periods during restaurant visits and audits/inspections.
- Must be able to lift, carry, and move up to 50 lbs.
- Must thrive in a fast-paced, guest-facing, multi-unit leadership environment.

#### **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