

VICE PRESIDENT, OPERATIONS

Department: Operations
Reports to: Chief Operations Officer
Employment Type: Salary, Exempt
Work Location: Field

POSITION SUMMARY:

The Vice President, Operations is a senior operational executive responsible for leading the execution of the organization's operational strategy across an assigned brand or portfolio of restaurants. Reporting directly to the Chief Operating Officer (COO), the Vice President translates enterprise strategy into operational excellence by driving restaurant performance, developing exceptional field leaders, and ensuring consistent execution of brand standards.

The Vice President provides direct leadership to Director, Operations and Area Coaches (where applicable), develops high-performing operational teams, and partners cross-functionally to deliver outstanding financial results, exceptional guest experiences, and sustainable business growth. This leader champions accountability, continuous improvement, and leadership development while ensuring operational consistency across all markets.

The Vice President partners with the COO and executive leadership to influence brand strategy, operational priorities, innovation, and long-term growth initiatives for the assigned concept.

DUTIES & RESPONSIBILITIES:

Operational Leadership:

- Lead operational execution across brand or assigned portfolio of restaurants.
- Ensure consistent execution of company initiatives, operational standards, & brand expectations.
- Drive operational excellence in food quality, guest experience, speed of service, cleanliness, and restaurant profitability.
- Conduct regular operational business reviews to evaluate performance and identify improvement opportunities.
- Monitor brand/restaurant performance; implement action plans to improve operational metrics.

Brand Leadership:

- Serve as executive operational leader for assigned restaurant brand.
- Champion the brand's operational identity while ensuring alignment with the organization's strategic direction.
- Partner with the COO and executive leadership to identify opportunities for growth, innovation, & operational improvements.
- Provide operational insight regarding menu innovation, equipment, restaurant design, and brand initiatives.
- Ensure operational readiness for new product launches, promotions, and marketing initiatives.
- Represent the brand in executive planning discussions and cross-functional meetings.

Financial Performance:

- Own operational financial performance for brand and/or assigned markets.
- Drive sales growth, profitability, labor optimization, and cost control initiatives.
- Monitor key financial metrics, including: Sales, EBITDA, Labor, Food Cost, Controllable Expenses, Productivity, etc.
- Develop action plans to improve financial performance and operational efficiency.
- Ensure disciplined financial stewardship throughout the organization.

Leadership Development:

- Recruit, develop, coach, and retain high-performing operational leaders.
- Build leadership capability within store-level, above store level, and other emerging leaders.
- Develop succession plans for key operational positions.
- Foster a culture of coaching, accountability, recognition, & continuous development.
- Conduct regular talent reviews and leadership calibration sessions.

Field Leadership:

- Provide strategic leadership and coaching to Directors, Operations.
- When a Director role is not assigned or is vacant, directly lead Area Coaches/Sr. Area Coaches.
- Conduct regular field visits to reinforce operational standards and leadership expectations.
- Support restaurants through performance improvement initiatives & operational challenges.
- Ensure consistency in leadership expectations across all markets.

Operational Excellence:

- Identify opportunities to improve operational efficiency and scalability.
- Standardize best practices while encouraging innovation where appropriate.
- Leverage operational data to drive decision-making and continuous improvement.
- Lead implementation of new operational processes, systems, & technologies.
- Ensure operational consistency across all assigned markets.

Guest Experience:

- Champion a guest-first culture throughout the field organization.
- Monitor guest satisfaction metrics and lead initiatives to improve the overall guest experience.
- Ensure restaurants consistently deliver brand standards and hospitality expectations.
- Partner with Marketing and the COO to ensure flawless operational execution of promotional initiatives.

Cross-Functional Collaboration:

- Partner closely with:
 - o Human Resources on staffing, leadership development, succession planning, engagement, and performance management.
 - o Finance on forecasting, budgeting, profitability, labor management, and financial performance.
 - o Marketing to ensure restaurants are operationally prepared for promotions, campaigns, product launches, and brand initiatives.
 - o Technology on restaurant systems, operational reporting, AI initiatives, and digital enhancements.
 - o Training to ensure operational capability and leadership development across the organization.

Compliance & Risk Management:

- Ensure compliance with company policies, franchise standards, food safety regulations, and applicable laws.
- Promote a strong culture of workplace safety and operational discipline.
- Address operational risks proactively and lead corrective action efforts.
- Support crisis response and business continuity efforts when necessary.

Performance Management:

- Drive performance across key operational metrics, including Sales Growth, Restaurant Profitability, Labor Productivity, Food Cost, Guest Satisfaction, Speed of Service, Turnover & Retention, Inspection & Audit Scores, Operational Compliance, Leadership Bench Strength, Training Completion, etc.

KEY COMPETENCIES:**Leadership:**

- Strategic Leadership
- Operational Leadership
- Executive Presence
- Coaching & Development
- Talent Management
- Accountability
- Decision Making

Business Acumen:

- Multi-Unit Restaurant Operations
- Financial Acumen
- Business Planning
- Operational Strategy
- Change Leadership
- Continuous Improvement

Relationship Management:

- Collaboration
- Influence
- Communication
- Relationship Building
- Conflict Resolution
- Cross-Functional Partnership

Personal Effectiveness:

- Results Orientation

- Adaptability
- Integrity
- Resilience
- Innovation
- Customer Focus

SKILLS & QUALIFICATIONS:

- Bachelor's degree in Business Administration, Hospitality Management, or related field.
- Minimum of 10 years of progressive multi-unit restaurant operations leadership experience.
- Minimum of 5 years leading Directors of Operations, Area Coaches, or equivalent field leadership.
- Demonstrated success leading multiple restaurant markets with accountability for operational and financial performance; experience serving as a Brand Leader or concept leader preferred.
- Strong knowledge of QSR operations, labor management, food safety, and restaurant financials required; franchise experience preferred.
- Proven experience developing operational leaders and building high-performing teams.
- Experience supporting new restaurant openings and growth initiatives.
- Strong analytical, financial, and strategic planning skills.
- Excellent communication, coaching, and executive presentation skills.
- Proficiency in Microsoft Office Suite and restaurant operational systems.

WORKING CONDITIONS & PHYSICAL REQUIREMENTS:

- Frequent travel to restaurant locations (approximately 50–75%).
- Ability to work evenings, weekends, and holidays as business needs require.
- Ability to stand and walk for extended periods in restaurant environments.
- Ability to lift up to 25 pounds occasionally.
- Ability to travel independently with a valid driver's license.
- Frequent use of computers, mobile devices, and standard office equipment.
- Ability to work in fast-paced environments with changing priorities.

COMPENSATION & BENEFITS:

- Competitive base salary and performance-based incentives
- Comprehensive health and wellness benefits including Health Savings Account (HSA) and Employee Assistance Program (EAP)
- Company-paid life and disability insurance
- 401(k) retirement plan with company match
- Paid time off (PTO) and company holidays
- Executive development and leadership training opportunities