

DATE: 12/15/22

JOB TITLE: General Manager

JOB SUMMARY

The position of the General Manager is to develop, maintain and lead a team of people who can provide outstanding customer service to all customers in a clean, safe, friendly, and fast-paced environment. Customer service, retail and management experience are all critical components to the position.

It is the General Manager's responsibility to achieve a consistently great experience for the customer through the execution of superior customer service, maintained equipment, and well-trained and developed customer service and wash attendants. while driving revenue and managing expenses.

DUTIES & ESSENTIAL JOB FUNCTIONS

- Create a positive and productive culture through leadership, attitude and effort
- Ensure excellent wash quality through education, maintenance and communication
- Build positive relations and experiences for all customers
- Lead by example with a positive attitude and strong work ethic
- Support, train, mentor and grow team members to deliver a consistently high result
- Strive for excellence in all that you do!

Car Wash Operations:

- Maximize flow of vehicles being washed through training and standards of performance.
- Be aware of any vehicles entering the wash with damages or extremely dirty, address the issue and prevent any further damages or dissatisfaction of wash due to already damaged or extremely dirty vehicles.
- Ensure team members are delivering a consistent experience, quality and convenient service to include:
 - Greet customers with a smile as they enter the wash, provide direction to the vehicle operator to properly drive onto the conveyor, and prep the vehicle.
 - Inspect each vehicle before loading into the wash.
 - Pre-wash (prep) heavily soiled and hard to reach areas of vehicles while taking care to protect vehicle surfaces.
- Be alert to potential damage issues and will be expected to take corrective action to eliminate risks such as antenna removal, insure loose car parts are secure, sun roofs are closed, or in some cases, divert high risk vehicles from the wash and provide customer conflict resolution.

Customer Service:

- Provide training, guidance and motivation to staff to increase unlimited monthly membership sales.
- Maximize flow of vehicles being washed through training and standards of performance.
- Monitor and Increase car counts, revenue per car, vending sales, and monthly membership base.
- Maintain customer databases, to increase retention and lower churn rate.
- Handle customer inquiries, complaints, and compliments in a positive and friendly manner.
- Oversee site operations to maintain a clean and safe environment.
- Ensure that all reports and data are completed accurately and submitted on time.
- Lead and train team members to provide exceptional customer service, including:
 - Greeting and interacting with customers with a respectful and friendly demeanor to ensure satisfaction.
 - Be aware of any vehicles entering the wash with damages or extremely dirty, address the issue and prevent any further damages or dissatisfaction of wash due to already damaged or extremely dirty vehicles.
- Provide accurate information to customers about wash packages and provide instructions on how to utilize the wash from purchase through vacuuming.
- Address any customer complaints with focus on resolution which may include running the customer through the wash again at no-charge, or obtaining contact information to allow for the owner to follow up on the complaint.

Cleaning and Maintenance:

Any time not loading cars into the wash or supporting customers, the expectation is to be cleaning and maintaining equipment. Cleaning tasks include but are not limited to, emptying trash containers into dumpsters, sweeping parking lots, cleaning out the tunnel, and cleaning windows. Additional cleaning tasks will be required at the start and end of shifts which will include areas such as the mechanical room, office area, and bathroom. Observe wash systems for performance and take action to troubleshoot & report any issues found.

- Work collaboratively with the regional maintenance/operations manager to ensure the site is well maintained and always operational.
- Conduct daily preventive maintenance according to scheduling to prevent equipment downtime as much as possible.
- Conduct initial and periodic checks throughout the day on all equipment. Perform cleaning procedures of equipment daily.
- Conduct equipment repairs proactively and troubleshoot problems quickly. Work with company technicians when necessary.
- Review all equipment updates and maintain service records.
- Continue to improve knowledge of all equipment among all team members.
- Collect and handle cash deposits in a safe and accurate manner.
- Change or refill, wash soaps and chemicals and launder and fold towels.
- Utilize or replace water hoses, nozzles, brushes, soap buckets, brooms, hand tools, pressure washer, and grease gun.

- Ensure vacuums are unclogged, trash collector cans emptied, and hoses properly hung.
- Monitor and control chemicals daily and monthly. Troubleshoot any issues that arise with chemical/soap usage.
- Conduct daily preventive maintenance according to scheduling to prevent equipment downtime as much as possible.

Safety & Security:

Maintain a safe environment by always utilizing the proper safety equipment for each task. Always ensure the wash including any areas containing cash are never left insecure.

- Utilize and ensure safety procedures and protocols are followed among all team members.

Supervisory Responsibilities:

- Manage site location budget and expenses.
- Execute company goals, programs to create a positive culture.
- Work collaboratively to brainstorm, execute new company initiatives and programs to foster a positive work environment.
- Oversee and supervise staff to ensure a positive, productive work environment.
- Prepare work schedules for staff within a given budget and allotted hours.
- Train team members to perform all possible duties and functions on site.
- Provide continuous training and coaching of each employee to maximize them to their fullest abilities.
- Conduct regular, ongoing performance reviews for personnel.
- Conduct interviews and hire new staff when necessary. Create training schedules and ensure proper training of all new staff.
- Maintain a professional appearance and keep personnel clean and uniforms neat in appearance.
- Lead by example and continuously train staff in customer service and equipment maintenance.

Duties, responsibilities and activities may change at any time with or without notice. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

QUALIFICATIONS:

- Excellent customer service skills to ensure optimum customer satisfaction.
- Retail experience required.
- Strong management skills and ability to lead a team to follow best practices, procedures and protocols.
- Ability to maintain a clean and organized appearance in a sometimes dirty environment.
- Knowledge of cars and their parts, tools and other necessary equipment.
- Ability to work flexible hours, such as weekends (highly dependable).
- Ability to work standing over long periods of time.
- Ability to lift items of moderate weight (up to 35 lbs), bend and climb on ladders.

- Ability to work outdoors and be efficient in all weather conditions.
- Ability to work swiftly to deliver washed vehicles to customers in record time.
- Ability to interact ethically with fellow employees and customers.
- Possess high school diploma and/or equivalent combination of experience and education.
- Possess valid and current driver's license.
- Excellent written and oral communication skills, as well as interpersonal skills.
- Ability to work autonomously, follow directions, and correctly implement tasks.
- Competencies:
 - Leadership & Development
 - Teamwork
 - Responsibility
 - Trustworthiness & Ethics
 - Performance Management
 - Results Oriented
 - Excellent Customer Service Skills
 - Professionalism

Work environment: On-site at business location

Required education and experience:

- At least 1 year of customer service experience is required.
- At least 1 year of experience managing a team.
- Mechanical experience is not required but preferred.
- Previous car wash industry experience is not required but preferred.

REPORTING RELATIONSHIPS:

This position reports directly to the owner and/or president.

Affirmative Action/EEO statement: Due North Car Wash, LLC is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.