



ROLE & RESPONSIBILITY

Area Leader

The Area Leader is responsible for managing shop performance (the P&L), growing leadership effectiveness and a people pipeline. The candidate must be passionate about proactively building experiences while developing the Company's culture and growing our retail shops and Skin Therapist team into a community. We aim to be the employer of choice in our industry.

We need an experienced professional with strong knowledge of all matters relating to retail financial performance, people management and development, and new shop openings. Our candidate will also possess a strong strategic mindset to align our people practices with our business objectives. Heyday takes great pride in providing an inspiring culture for not only its employees, but for every client, and seeks a hyper-disciplined, compassionate candidate to manage its fast growing in-shop people operations.

About Heyday

We are expert skincare with a human touch. We started Heyday to personalize skincare to create positive change in people's lives – for both our teams and our clients. We're all about helping people feel great in the moment and empowering them to continue that journey on their own. Heyday means the period of your greatest strength, vigor, or success – your prime. We believe everyday should be your Heyday. We just happen to start with skin.

Heyday is headquartered in Soho, New York, with multiple shops across New York and Los Angeles with more scheduled to open across the country. This is an exciting opportunity to join a small, collaborative team and have a direct impact on our fast-growing business. This position will be an integral part of the organization. The candidate must have commitment and passion for the mission of Heyday to be a catalyst for people to look and feel their best. You are a magic maker who sees possibility and turns dreams into reality.

Key Responsibilities

The Area Leader has the following core responsibilities:

1. **P&L Management** – drive plan to reach top-line revenue and 4-wall profitability targets, with a significant focus on scheduling optimization, shop utilization, product, service, and enhancement sales.
2. **People Planning & Staffing** -- forecast staffing requirements, develop staffing strategy, and internal succession plan, resulting in a deep bench of talent across shop roles
3. **Employee Development & Engagement** – understand Heyday talent profile, and develop talent both personally professional through coaching, feedback, and training plans

Expert skincare with a human touch

to improve performance, create a compelling career path and maintain a high retention percentage at every level in the Shop.

4. **Community Building** – with a deep understanding of Heyday's mission and core values, drive a comprehensive and brand-centric strategy to build a passionate community of clients and team members across the region

The Area Leader will also be responsible for coordinating work across functions, especially in close partnership with the HR team on employee life-cycle engagement, from onboarding through exit, working closely with our support office based in New York City.

Desired Traits:

- **Problem Solver:** focus on the main objective, identify trends, get to the bottom of problems, and then solve the problem with sustainable solutions
- **Change Maker:** constantly looking for ways to improve current way of doing things; in creating and coaching change, recognizing and communicating "the why" and always being empathetic
- **High Empathy:** Having a high degree of emotional intelligence
- **People Leader:** the capacity to lead and influence others to reach common goals, in addition to identifying great talent
- **High Standards:** strong ability to set a high standard and drive ongoing execution on behalf of self and broader team and organization, never settles for mediocrity and continues to strive for better performance.
- **Results Driven:** focused on execution and driving outcomes with others; understands interdependencies and has strong ability to prioritize, project manage and drive organization to specific and measurable results, while never forgetting to celebrate the successes along the way.
- **Scrappy:** never settles for what's already been done, is innovative and creative with ideas, pitches in to get the job done
- **Reliable:** follows through on commitments, and asks for help when needed, and accepts responsibility and ownership for self

Desired Experience:

- Proven experience owning P&L and financial performance targets in a multi-shop environment/field operations in the health & wellness industry.
- Strong background in growing shop count and balancing responsibilities between existing shops and new shop openings
- Deep respect for and understanding of customer experience drivers and hospitality
- Proven track record working with hourly workforce
- Basic knowledge of employment law, policies, processes and programs
- Proficient computer/Microsoft skills, including Excel/Google Sheets
- Ability to travel overnight and/or between Shops
- Flexible to work days, nights, weekends and holidays to meet the needs of the business
- College degree preferred