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JOB DESCRIPTION

(Franchisees are responsible for modifying the information to ensure it complies with local laws and meets local business needs, especially for the sections highlighted in yellow.)

POSITION: Operation Manager

REPORT TO:

BRAND: CHICKITA

Job Summary (overview of the role's purpose and alignment with HQ goals)

The Operation Manager is responsible for the overall operational performance of multiple outlets. This role ensuring alignment with the restaurant group's vision, brand identity, and financial goals

This role involves strategic oversight, hands-on support for outlet in-charges, and collaboration with senior leadership to drive growth and operational excellence. Responsibilities include staff management, financial oversight, guest satisfaction, and compliance across all locations, with a focus on standardizing processes while addressing the unique needs of each outlet.

Core Role Requirements:

Multi-Outlet Oversight & Brand Standards

- Oversee daily operations of all assigned Chickita outlets across both kitchen and front-of-house areas.
- Conduct regular site visits to assess operational performance, provide guidance, and ensure adherence to brand standards.
- Monitor key performance indicators (KPIs) such as sales, labor costs and customer satisfaction for each location, addressing variances promptly
- Implement strategies to optimize efficiency, streamline processes and enhance profitability across all locations.
- Leads and supports new store openings, including pre-opening preparations, training, and post-opening performance reviews.
- Ensure brand standards are implemented uniformly across all locations

Sales, Revenue & Performance Management

- Monitors and drives sales performance and profitability at outlet level.
- Analyzes key metrics (sales, labor cost, food cost, guest feedback) and implements strategies for improvement.
- Coordinates with marketing and local store teams to support successful roll-out of campaigns and initiatives.

Operational Excellence

- Ensures all outlets operate efficiently and consistently across both back-of-house and front-of-house
- Reinforces correct execution of SOPs, hygiene, safety, and food quality standards.
- Leads troubleshooting and supports resolution of daily operational challenges.

People Development & Leadership

- Coaches, supports, and develops Restaurant Managers through regular communication, evaluations, and leadership development.
- Ensure team structures, labor planning, and staffing align with business needs.
- Supports talent retention and succession planning across outlets.



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Financial Control & Cost Management

- Monitor and control operational budgets for all locations, including labor, food, and beverage costs, to achieve financial targets
- Analyze financial reports from each location, identifying trends, cost-saving opportunities, and areas for improvement.
- Identifies opportunities for cost saving and improved efficiency.

Marketing and Business Development

- Collaborate with the marketing team to execute promotions, events, and campaigns that align with the restaurant group's goals.
- Analyze market trends and customer preferences across locations to recommend menu updates, pricing strategies, or new revenue streams.
- Support outlet in-charges in implementing local marketing initiatives tailored to their specific customer base while maintaining brand consistency.
- Identify opportunities for growth, such as new revenue streams, operational improvements, or potential new location.

Guest Satisfaction & Brand Image

- Ensure outlets deliver consistent guest experience and hospitality standards.
- Addresses escalated customer issues and ensures prompt resolution.
- Maintains strong focus on feedback (from guests, mystery guest, audits) and initiates improvements where needed.

HQ Coordination (if applicable)

- Collaborate with HQ to roll out franchise-wide initiatives, including menu updates, marketing campaigns, and operational enhancements.
- Act as a liaison between outlets and HQ by communicating feedback from in-charges and guests to drive continuous improvement and brand alignment.
- Ensure all outlets comply with franchise agreements, including brand guidelines, menu consistency, and service standards.

Skills:

- Strong leadership and team management skills.
- Excellent communication and interpersonal abilities.
- Financial acumen, with experience in budgeting, cost control, and inventory management.
- Problem-solving and decision-making skills in a fast-paced environment.
- Knowledge of food safety regulations and industry best practices.
- Proficiency in restaurant management software (e.g., POS systems, scheduling tools).

Other Duties (for senior level)

- Understands and strictly adheres to Rules and Regulations established in the Company's policies concerning fire, hygiene and health and safety.
- Leads special projects or initiatives as assigned by .[franchisee to input.....]
- Collaborates on concept development, kitchen layout reviews, menu transitions, and system upgrades.
- Participates in strategic planning, budgeting, and annual reviews.



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Work Schedule & Environment

- Role involves shift work, including evenings, weekends, and public holidays
- Full-time role with frequent travel to outlets.
- Overtime may be required depending on operational needs and is subject to local labor laws

Behavior & Conduct Expectations

- Demonstrate professionalism and respect in the workplace
- Follow company values of quality, teamwork, and accountability
- Maintain a clean uniform and personal hygiene according to standards
- Positively always represent the brand image

Disclaimer / Notes

Generally, this job description provides an overview of the main duties and expectations for this role. Actual responsibilities may vary depending on business needs. It is intended to highlight key tasks, not to limit the scope of the position. All employees are expected to be flexible and committed to supporting the success of the company.

Prepare by:

Approved by:

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CEO

EMPLOYEE ACCEPTANCE

I have read and my manager has clearly explained to me the above job description content and I understand my requirements.

Staff Name _____

Signature _____ Date _____