

# PRIMALLY PURE

## JOB DESCRIPTION

### Head of Operations

#### HELLO

We take hiring seriously. The process outlined below is designed to ensure that we bring on individuals who are aligned with our mission, vision, and values in addition to being the best-fitting person for the job. If the info below aligns with you and ignites excitement within you, we encourage you to bring your a-game to this interview process! If not, we may not be the best fit for each other and that's okay too.

#### OUR STORY

Primally Pure is a natural skincare company that inspires fresh perspectives on beauty through traditional practices. We believe that caring for your skin shouldn't come at the expense of your health, and formulate products using fewer + better ingredients derived from nature for maximum purity and potency. We seek to improve the health, well-being, and confidence of our community through powerful, non-toxic skincare products, life-changing clean living education, and intentional human connection.

Our Founder Bethany McDaniel started Primally Pure in 2015 out of a personal desire to approach skincare from more of a holistic perspective and less of a clinical one. Having used all sorts of harsh prescription creams and pills to treat her acne as a teenager and young adult (and dealing with red, raw, irritated skin as a result), Bethany was blown away by the effects she eventually experienced after ditching the harsh chemicals and replacing them with simple + natural ingredients. Bethany's journey inspired her to start Primally Pure (with an initial \$250 order for ingredients + supplies) to help others experience the benefits of using clean products.

Although Primally Pure has grown exponentially since our launch in 2015, our team still exemplifies the same level of *passion* and *scrappiness* that allowed Bethany to succeed back when she was making products in her kitchen, labeling them in her living room and shipping packages in her bedroom.

These qualities and more have enabled us to launch several new products and curate buckets of transformative clean living content over the years, all while maintaining a return rate of just over 1% and a customer retention rate of nearly 60%.

## THE JOB

### ROLES + RESPONSIBILITIES

The Head of Operations will play a critical role in its long-term success, driving impact for purchasing, inventory, manufacturing, warehouse, and shipping operations.

The ideal candidate will find energy in their ability to lead multiple teams through inspirational and empowering leadership. They will understand the beauty and wellness industry and have a strong passion for excellence. This person will be able to impact everything from product design to shipping. They will bring a level of autonomy and empowerment to their team. More importantly, this person will find energy in partnering throughout the organization, creating cohesiveness and fun throughout the operations teams. They will bring a strong project management mindset to the team and will be incredibly organized. While they will be high-performing, they will know how to laugh at themselves and bring fun to the workplace.

### KEY RESPONSIBILITIES

1. Empower the warehouse, shipping, and manufacturing teams to allow for continued organizational growth by building a culture of accountability.
2. Implement the company's strategic plan, creating operational efficiencies throughout manufacturing, warehouse, and shipping. (proven success in scaling the operations, and production)
3. Create standard operating procedures (SOPs) throughout the organization to ensure operational efficiency

### PEOPLE + CULTURE

- Identify opportunities for the team's development that align with the company's vision and core values
- Empower the warehouse, shipping, and manufacturing teams to allow for continued organizational growth
- Partner with HR to identify talent strengths and weaknesses, and create a plan for development, leading to better-trained managers and continued employee progression
- Through people-centric leadership, create a culture that is inclusive to better position the organization for continued growth

### OPERATIONS STRATEGY

- Contribute to the short and long-term organizational planning and strategy as a member of the management team
- Identify and implement the best options for software integration to a more robust, metric-based, and conducive operating environment
- Identify and implement key KPIs that will allow for high performance, operational effectiveness, and cost-containment
- Create and produce operational reporting that allows the leadership team to monitor progress with cost-effectiveness, product success, and profitability

### OPERATIONAL EXCELLENCE

- Implement the company's strategic plan, creating operational efficiencies throughout manufacturing, warehouse, and shipping

- Determine where bottlenecks exist, improving manufacturing processes and methods to ensure efficiency with product design
- Oversee the development of quality products through testing methods; testing finished- products and process capabilities
- Design and implement a protocol for inventory management, record keeping, and data to help sustain and manage organizational growth
- Create standard operating procedures (SOPs) throughout the organization to ensure operational efficiency

## IDEAL CANDIDATE CHARACTERISTICS

When we consider the ideal candidate for this role, these are the top qualities that come to mind:

- Bachelor's degree in Business or related field e.g. business, management
- A minimum of 5 years working in operations, manufacturing, and/or quality control
- Fluent, clear, and articulate in communication
- Forward innovative thinker - thinking differently, proposing & embracing courageous new ideas
- Highly organized and motivated with the ability to constantly multi-task in a fast-paced environment
- Excellent time management, writing ability, and attention to detail

## OUR CULTURE

We hope that by reading through our Guiding Principles and Pure Team Ethos, you will better understand what sort of a culture we seek to create and protect at Primally Pure.

## PURE PRINCIPLES

- **Powerful, Non-Toxic Products That Work.** Everyone deserves to feel confident in the skin they're in without compromising ingredient quality or efficacy. Our #1 goal as a company is to formulate and produce the most effective, safest, and well-made natural products available.
- **Life-Changing Clean Living Education.** Skin health is often a direct reflection of what's going on inside, and the products we use are only a piece of caring for your skin and self. We are passionate about creating and sharing cutting-edge health information (oftentimes unconventional/alternative in nature) to support and empower our community in lessening the toxic load and living a whole, healthful life.
- **Elevated design.** Our brand aesthetic is of the utmost importance, and a high level of attention to detail, care, and expense goes into creating everything from our product labels to all of our content, to the design of our HQ. Surrounding ourselves with elevated design in turn elevates our creativity, productivity, and output.
- **Community + Connection.** We strive to create a community that's helpful, inclusive, and inspiring. Being in a community with others on the same path can be instrumental in one's success or failure in adopting a new lifestyle practice. Our goal is to come alongside our community and offer support and encouragement every step of the way.

## PURE TEAM ETHOS (WHO WE ARE)

- **Passionate:** Every role at PP plays an instrumental part in sharing clean products and clean living education with others, and that's what motivates us to give our all each day. We are go-getters who think outside the box and get excited about executing ideas and opportunities.

- **Understanding:** We communicate with thoughtfulness and kindness to our co-workers and our customers. We offer grace at all times, even when it isn't deserved. We are not easily offended, and do our best to assume that others have good intentions.
- **Respectful:** We respect ourselves, our co-workers, our customers, and our community. We appreciate each person's role on the PP Team, even if we do not fully understand it.
- **Efficacious:** We follow through on our responsibilities, take pride in the work we do, and produce exceptional results.
- **Truth-seeking:** We question conventional narratives about skincare, health, and wellness. We actively do our research to form opinions.
- **Exceptional:** We are not satisfied with the status quo and go above and beyond with the high-quality products we produce, the education we create, and the outstanding service we provide to our customers.
- **Ambitious:** We think big and set exciting (and slightly intimidating!) goals for ourselves.
- **Mindful:** We are biohackers who seek to improve our health and performance. We acknowledge that our mindset, what we put into our bodies, and what we put onto our bodies all have a direct effect on our health and happiness.

## YOUR TURN

To help us both determine if we're the right fit for each other, we've listed a couple of questions for you to answer.

**Please send your responses plus samples (along with your resume and references) to [team@primallypure.com](mailto:team@primallypure.com).** Each answer should only be a couple of sentences - short and concise! In the subject line include the position you are applying for.

If you have any questions, please feel free to reach out to us. We can't wait to get to know you more!

1. What are some of the ways you would go the extra mile in this position?
2. How would you know if you are being successful in this role?
3. Talk us through a situation when you had to solve a tough problem. How did you go about it and what was the end result?
4. What's your favorite quote?
5. What's one way that you stay organized in your day-to-day life?
6. Who is someone that's a hero to you?
7. What systems and technology are you comfortable working with (Google Calendar, Google Docs, WordPress, etc.)?
8. What is one professional and one personal goal you hold for the next 1-3 years?
9. Describe a change you've seen in yourself over the last 5 years that you love.
10. What's your relationship with health + wellness?
11. What does your daily skincare ritual look like? Walk us through it!
12. What is one personal hobby or something that makes you unique?
13. What is your mission statement?
14. How would your life be different as the Head of Operations at Primally Pure?
15. If there is anything we didn't ask, please feel free to touch on it.

## NEXT STEPS

We will review your answers and resume and follow up with you within a week. If you are selected for an interview, we will contact you and schedule a Zoom interview.

If we decide to move forward, we will set up an in-person interview with our CEO and Founder. This typically lasts about half a day. You will get to know us and how we work together.

We will then determine the following steps together.

We know this process is not a simple one, and we sincerely appreciate you investing the time and effort to share your hopes and dreams with us. We look forward to connecting with you!

Take care,  
The Pure Team