

HEYDAY

ROLE & RESPONSIBILITY

VP of Field Operations

The VP of Field Operations is the voice and representative of our shops at our Support office, and is responsible for driving flawless operations execution in the field through a focus on people and experience. This individual will act as a strategic and operational business partner to the leadership team, and lead all operational and experiential initiatives in the business.

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 retail locations across Manhattan and Los Angeles. 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

1. **Building People Pipelines and Effective Shop Staffing**
 - Strong partner to people function to attract, develop and retain talent at the field level (Skin Therapists in particular) to support growth
 - Inspire and progressively lead people across all shops and regions, and able to resonate culturally across a highly diverse workforce
 - Build a culture of hospitality and community through meaningful investment in training and leadership development, to drive retention and career growth
 - Drive accountability for hitting key operational and financial goals and KPIs shop by shop and market by market

2. **Ensuring Seamless, High Quality Customer Experiences**
 - Operationalize and execute strategic initiatives with a key focus on creating a hospitality organization to exceed client expectations
 - Engage with clients and internal teams to understand key desires from the communities we serve, and create strategies to address those needs
 - Promote continuous innovation across all shops to drive client engagement and loyalty

Expert skincare with a human touch

heydayskincare.com @heydayskincare

New York • NoMad • Tribeca • Upper East Side • Upper West Side • Noho • Los Angeles

3. **Optimizing Operational Systems & Unit Economic Model**

- Proactively evaluate shop performance, be the voice of the field, and provide key insights to drive change
- Establish and enforce operating best practices for shops, with a heightened focus on staffing
- Optimize operational systems for both existing and future shops (e.g. scheduling tools, communication platforms, etc.)
- Own and maintain all shop systems, tools, procedures, and standards

Qualifications

- At least 10 years of progressive operating experience in either hospitality, retail and consumer-facing experiential businesses
- Transparent leadership and exemplary interpersonal skills; able to build consensus and teamwork across all levels of the organization, from corporate to field
- Analytical aptitude – embraces metrics and data to inform decisions; able to deliver on KPIs
- Proven track record of strategic and operational management and successful oversight of multi-site operations in a fast-growing environment
- Success in driving operating strategies to elevate consumer experiences and using data and feedback to refine those strategies over time
- History of making senior level decisions but still have hands on ability to execute in the field
- Proven history of entrepreneurial drive and ability to be a self-starter with little oversight from senior leadership
- Passionate about the brand with deep acumen and sensibility around customer experience

Location & Logistics

- The role will be based in New York City at the Heyday Support Office
- The role will require field visits to existing and new shops at minimum 50% of the time

Reporting

- The role will report to the Chief Operating Officer