



ROLE & RESPONSIBILITY

Manager of FP&A

Develop and become the analytical muscle within the organization to define and meet Heyday's growth requirements by leveraging analytical capacity, internal relationships, and strategic insight to grow Heyday's footprint.

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 5 retail locations across Manhattan and 2 in 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

Success in the role of Manager of FP&A will be ownership and iterating on the following:

1. **Strategic Analysis** - Perform analysis to ensure consistent inputs in analysis at Heyday. Build systems and tools as needed to expedite turn of analysis while improving quality.
2. **Annual Strategic Plan** - Own the annual strategic plan process inclusive of cash forecasting. Ensure integration of the plan into Support Office departments and the shops through reliance on input targets to drive output results. Reforecast the strategic plan based on strategic decisions made by the business as needed. Communicate this both internally and externally (tracking mechanisms, Board of Directors decks, etc.)
3. **Quarterly Forecast** - Own the forecasting process, inclusive of cross-functional inputs that impact potential performance of shops, communication and tracking of performance, and analysis of variance to help Heyday learn and control its financial shop performance. Use the Quarterly Forecast to help 'land the plane' - guide the company to hit the strategic plan through quarterly sprints. Develop strong relationships internally to ensure integration of the forecast into decision making and driving performance of shops.
KPIs: Revenue vs forecast, EBITDA vs forecast
4. **Physical Growth Strategy** - Iterate market and real estate site analysis within Heyday's physical growth strategy to ensure profitability of sites. Integrate the Financial Proforma into the Quarterly Forecast process for sites that move into build out. Create and iterate an Ops Proforma to align working capital costs and build out needs. Build visibility into build out costs vs forecasts and tracking of new shop days to open.
KPIs: ROIC projection vs actual, Payback of Shops (in months)

Expert skincare with a human touch

heydayskincare.com @heydayskincare

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

Qualifications

- +5 years in a fp&a role where you've integrated financial and operational metrics into a growing organization to drive performance
- Experience with a multi-unit organization a plus
- Forecasting, planning and analysis experience with effective excel skills, including experience building or maintaining a financial statement + cash flow model
- Enthusiasm for developing systems and processes across a growing organization
- Excellent verbal, written, and communication skills with internal + external partners
- Ability to think holistically, simplify, and work smartly focusing on the priorities and objectives of a project
- You would describe yourself as curious, hardworking, and effective

Location & Logistics

- The role will be based in New York City or Los Angeles at the Heyday Support Offices
- The role will require field visits to existing shops to conduct analysis on ad hoc occasions
- The role will require travel occasionally to visit existing shops and new real estate markets and potential sites as needed for analysis purposes

Reporting

- The role will report to the Director of Finance + Strategy