



Greens Restaurant General Manager/Executive Director Job Description

About the Organization:

Opened in 1979 by the San Francisco Zen Center and inspired by the food and service offered at Tassajara Zen Mountain Center, this pioneering vegetarian restaurant provided an opportunity for Zen students to extend their Buddhist practice into a workplace setting. For many years the only employees at Greens were Zen students. Today, Greens continues to produce ever-changing seasonal menus in a historic landmark building at Fort Mason, with a rare direct view of the Golden Gate Bridge. Greens continues to honor its legacy of women chefs with current Executive Chef Katie Reicher.

About the Opportunity:

The Executive Director (ED) of Greens Restaurant has responsibility and overall decision-making for Greens Restaurant, including front of the house, back of house and kitchen operations, guest services, partner & owner relations, hi-profit sales contracts, finance & accounting, and corporate services such as legal, HR, tax filings, marketing, operations, and network, software and communications infrastructure. The ED directly manages the Executive Chef, the Manager of Finance, the Director of Beverages, the Manager of Hi-Profit Sales Contracts, and the Director of Services—reports to the Chair of Everyday Board of Directors.

Responsibilities

Executive Leadership & Organizational Management

- Oversee all aspects of restaurant operations and hospitality from both a strategic and a tactical perspective
- Maintain smooth operating models across all revenue streams – inventory, staff, cleanliness, marketing & promotion, hi-profit sales contracts, guest support services, etc.
- Oversee hi-profit sales team to ensure high levels of guest satisfaction and forge repeating customer relationships
- Manage and monitor staff performance
- Active leadership; Effectively delegate tasks to management team to ensure smooth operation of Greens by elevating operational and personnel duties
- Determine best-use-of people resources, marketing and investments to meet service & hospitality goals and maximize profits
- Cultivate the culture of Greens by observing our core values: Generosity, Virtue, Patience, Energy, Focus, and Being of Service
- Engage with the Board of Directors to develop strategies and tactics to achieve the Board's vision for Greens Restaurant

Financial Management & Development

- Develop strategies/actions to ensure successful achievement of long-term sustainability goals and profitability, achieving budget goals and financial performance expectations
- Develop & execute operating plans and annual/quarterly/monthly budgets for each revenue stream – indoor dining, outdoor pavilion dining, to-go / delivery and high-profit sales contracts (buyouts, private dining and large-scale to-go orders) Ensure a base of new and returning guests, provide monthly forecasts
- Monitor P&L, cash flow, staff satisfaction and internal operations performance KPI's
- Oversee accounting and financial management
- Prepare and interpret monthly financial statements and other managerial reports and metrics to make beneficial recommendations for Greens
- Provide ideas to improve cost-of-goods efficiency
- Manage and maintain budget for ongoing and new CAPx projects
- Approve invoices, Coordinate with vendors to complete projects

External Relations & Communications

- Develop and lead marketing and communications programs and campaigns, including reporting on outcomes
- Create and execute annual marketing plan with Executive Chef, Director of Service, Manager of HPSC and Director of Beverages
- Create & budget for compensation policies that support living wages and benefits
- Manage emails, newsletters, website, social media and other communication materials to build engagement and increase revenue
- Manage creative activities and service providers in support of marketing and sales efforts, including graphic designers, web designers, video producers and photography
- Program updates to website, menus and databases as needed
- Monitor guest reviews on review sites (Open-Table, Yelp, Google, Trip Advisor), and manage OpenTable reservations system

Human Resources & Operations

- Implement staff recruiting, & retention, and both onboarding and ongoing training program
- Develop a pipeline of qualified candidates for key roles
- Utilize an onboarding process to instill Greens values, educate on Greens operating model, and inform new employees about Greens history and market position
- Conduct & publish annual employee satisfaction survey
- Ensure operating success of on-floor, kitchen and beverage services teams
- Manage the Executive Chef, Director of Services, Manager of HPSC, Director of Beverages and Manager of Finance & Accounting
- Oversee, manage, and provide effective feedback to 75-115+ employees and consultants
- Maintain positive connections with regular and new guests
- Establish and maintain an infrastructure and processes to support new and ongoing employees
- Training program for all new managers, with annual refresher sessions
- Build & implement a uniform training program and manuals for all front of house team members (GTG, Host, Bussers, Bar, Servers, Floor Managers)

- Adopt standardized markers to show when a team member is ready to 'go live'
- Create and administer an on-going quiz format in all departments (food, beverage, service, history, people) to instill continuing education while employed at Greens
- Create and maintain a standardized service manual
- Ensure compliance with personnel, health & safety regulations

Operations & Facilities Management

- Manage the Greens facility
- Create and maintain an up-to-date book of vendors, subscriptions, passwords, and preventative maintenance schedules
- Manage relationship with Fort Mason as the landlord and facilities provider
- Ensure compliance with facility health & safety regulations
- Ensure IT systems are functioning and up-to-date

QUALIFICATIONS

- Bachelor of Science degree in hotel/restaurant management is preferred. A combination of practical experience and education will be considered as an alternative.
- Knowledge of hardware and software for restaurant operations, including Wordpress, Google Suite, Toast, OpenTable, MSOFT Office, excel, and word.
- Proficient in food planning and preparation, purchasing, sanitation, security, policies & procedures, personnel management, recordkeeping, accounting, finance and cash management.
- Must possess a valid driver's license
- Must be eligible to work in the United States
- Must agree to background check and credit check

REQUIREMENTS

- Self-disciplined, takes initiative, proven leadership and outgoing personality
- Pleasant, polite manner and a professional appearance
- Ability to motivate employees to work as an effective team
- Ability to handle the pressures of simultaneously coordinating a wide range of activities and recommend appropriate solutions to restaurant problems and challenges
- Excellent communications skills for dealing with a diverse staff
- Ability to coordinate multiple tasks such as food, beverage and labor cost while maintaining required quality standards of operation in daily restaurant activities
- Ability to determine the applicability of experience and qualifications of job applicants

PHYSICAL REQUIREMENTS

- Hours may vary if necessary to fill in for employees or if emergencies arise
- Ability to perform all operating functions at the restaurant level (except kitchen)
- Position may require prolonged standing, bending, stooping, twisting, lifting products and supplies weighing up to 45 pounds, and repetitive hand and wrist motions.
- Works with hot, cold, and hazardous equipment as well as operates phones, computers, fax machines, copiers, and other office equipment.

COMPENSATION

This position will report directly to the Board of Directors and is located in San Francisco, CA.

The salary range for this full-time position is \$150K-\$170K plus a bonus based on performance.

The Company offers a generous benefits package including health, dental, and vision insurance, paid vacation, a 401k retirement plan, and a long-term employee incentive plan determined by achieving revenue, profit, and other goals established by the board of directors.

Greens has retained OE Consulting to support this search. To apply, please submit a résumé and thoughtful cover letter that explains your interest and addresses your relevant qualifications. Applicants may expect an email from OE Consulting confirming receipt.

Please refrain from contacting Greens about this opportunity. Direct any inquiries to OE Consulting at (Greenss@oeconsulting.com). Applications will be accepted and reviewed on a rolling basis.