201: General Manager

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Section: Job Description

Subject: General Manager

Approved by: Tony Massey

Effective Date: 1 June 2009

Last Reviewed Date: 1 June 2009

Policy Owner: Director of Human Resources

Policy

Reports To: **Regional/Division Manager**

Summary of Responsibilities

1. **Image:** Ensure a quality image both internally and externally at all times
   - Management and Team Member Conduct
   - Service Center facilities, Company uniforms, vehicles, equipment, property, etc.
2. **Growth of Business:** To accomplish all revenue and profit objectives through proper planning, quality training and teaching, and executing and enforcing all Company policies.
3. **Customer Service:** To assure that all sales and service minimum standards are accomplished through quality training, executing and enforcing all Company Policies that relate to quality service, minimum productivity standards and total customer satisfaction.
4. **Team Member Development:** To recruit, hire, train, direct and develop team members within the Service Center in order to achieve budgeted goals in the areas of sales, services, collections, expense control and team member development.

Specific Duties

1. **Image**
    - Maintain and enforce a professional image and the highest level of integrity with regard to all decisions.
    - Monitors and assures a quality image with all Company team members (uniform, ID badges), vehicles (decaled, clean), equipment (maintained, clean), facilities and property (maintained, clean).
    - Be a contributing member of our community and industry by actively pursuing and participating in organizations and associations that support our Company's image and commitment.

2. **Growth of Business**
    - Develop an overall operating plan for reaching the revenue and profit objectives assigned to the Service Center.
    - Develop sales territories and sales programs for the sales and service departments which promote the growth of the Service Center.
    - Maintain budgeted staffing requirements to ensure revenue and profit objectives are achieved.
    - Conduct daily sales check-in sessions with each Inspector utilizing the appropriate reports and tools in accordance with company policies and guidelines.
    - Assure all sales paperwork is filled out professionally and accurately.
    - Analyze Service Center profit and loss statements each month and make adjustments and changes as necessary.

3. **Customer Service**
    - Generate a positive relationship with customers, potential customers, and community members, always promoting excellent customer relations, quality image, and integrity.
    - Make every effort to satisfy customers, regardless of time, cost, or effort.
    - Supervise the handling of customer complaints, damage claims and extra services.
    - Demonstrate the initiative to prevent customer complaints and save customer cancellations and manage these to Company Standards or better.

4. **Team Member Development**
    - Recruit, interview, hire and train qualified sales, service and administrative staff personnel. Ensure candidates match position profiles.
    - Motivate, train, supervise and lead your Service Center as a team of professionals consistent with Massey's culture, leadership principles, guiding philosophy and purpose.
    - Take every opportunity to "recognize" Service Center team members for the purpose of enhancing morale.
    - Personally Conduct at least one (1) sale and one (1) service meeting each month.
    - Develop and mentor Service Center team members so they will be qualified for promotional opportunities. Make every effort to promote a minimum of two (2) team members per year.
    - Implement, administer, and enforce all Company Policies and Procedures, including (but not limited to) training, customer service, productivity standards, documentation of service, collections, damage claims, sales, etc.
    - Determine materials and supplies inventory requirements; order and maintain working inventory according to Company Standards.
5. **General Duties**
    - Monitor and assure the safeguarding of all Company equipment, property, and facilities.
    - Be able to qualify for and pass all State Certifications, as required.
    - Stay abreast of all technical data in regard to materials being used and the application of same.
    - Stay abreast of federal, state and local regulations regarding use of all safety equipment and procedures. Perform job duties consistent with all regulations and Company Policies and Procedures.
    - Maintain good regulatory agency relations. Assure certifications and license requirements are being achieved, and compliance with all laws, rules and regulations.
    - Assist with training Manager Trainees rotating through the Service Center at any given time.
    - Assist the Regional/Division Manager with other duties, as assigned.

Limits of Authority

All limitations prescribed in the Massey Polices and Procedures Number C4 "Limits of Authority".

Experience, Education, and Skills Required

1. College degree in Business Management or equivalent preferred.
2. Minimum of three years management experience required, including personnel management, multi-level P & L responsibility, inventory control, customer satisfaction responsibility, recruiting/training/developing of personnel and leadership experience.
3. Management, sales and marketing experience in a service-related business preferred. Strong work ethic and ability to motivate, lead and challenge a team as required.
4. Must be able to meet requirements for obtaining certification and/or license as required by state, federal, or local regulations.
5. Must possess mathematical ability and knowledge of accounting principles.
6. Must possess good written and oral communication skills, dedication to total customer satisfaction, integrity, ability to work under pressure and professional image.
7. Knowledge of computer operations required.
8. Must possess and continually demonstrate ability and desire to commit to corporate culture, mission, guiding philosophy and purpose.

Typical Physical and Mental Demands

Requires (67-100% of time) walking, climbing, bending, kneeling, pushing, pulling, reaching, stooping, and stretching. Requires constant ability to move freely about the office building and between job sites. Requires frequent (34-66% of time) exposure to outdoor conditions and ability to crawl under homes and in attics for up to 15 minutes at a time. Requires corrected vision and hearing to normal range. Requires ability to travel from location to location. Requires ability to frequently operate small equipment. Requires occasional (3-33% of time) lifting of equipment (up to 50 lbs.) Requires good hand-eye coordination, gross motor coordination and finger dexterity. Must possess ability and stamina to work long hours while performing physical labor. Must possess ability to climb heights and ability to endure high levels of noise.

Typical Working Conditions

Requires constant contact with the public and company Team Members. Frequently, work is performed outdoors. Office work is performed in air conditioned/heated facility. May be exposed to

rain, hail, winds, dust, dirt, cement, grass, shrubs, high levels of noise, vibrations, and others. Incumbent will work with and around various types of lawn care and pest industry products, materials and equipment.

Special Equipment

Must possess ability to operate lawn care, pest prevention and termite protection equipment including, but not limited to, backpack applicators, drills, shovels, carpenter's tools, power tools, truck equipment, aeration equipment and others.

THIS DESCRIPTION MAY NOT BE ALL INCLUSIVE AND TEAM MEMBERS ARE EXPECTED TO PERFORM ALL OTHER DUTIES AS ASSIGNED AND DIRECTED BY MANAGEMENT. JOB DESCRIPTIONS AND DUTIES MAY BE MODIFIED WHENEVER DEEMED APPROPRIATE BY MANAGEMENT.

My signature below is acknowledgement that I have read and understand the job functions and duties of this position as outlined in the job description.

Team Member’s Name (Print) _____ Date_____

Team Member’s Signature_____ Date_____

Manager’s Signature_____ Date_____

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