



## **Career Posting – Lodgic Unit-Level Managing Director, Madison**

Lodgic Everyday Community is searching for a Managing Director to take overall responsibility for successful leadership of its Madison location, opening in March 2020.

### **Lodgic Everyday Community**

Lodgic Holdings Inc., dba Lodgic Everyday Community, is a wholly owned subsidiary of Moose International, one of the world's largest and oldest fraternal orders.

Over the next few years, 50% of America's workforce will be self-employed, freelance, or remote working in some capacity. The traditional work-life balance has changed; work and home are no longer separate, and managing responsibilities to both has become a juggling act.

Lodgic Everyday Community was conceived in response to this dramatic change in the national workforce and changes to the lives of modern families. Lodgic Everyday Community:

- is the nation's first-ever destination uniting flexible coworking and offices, state-licensed drop-in childcare, meeting and event spaces, and all-day food & beverage under one roof;
- is designed to support and empower modern working families, entrepreneurs, mobile professionals, and whole communities to thrive in their aspirations; and
- delivers an uplifting, service-oriented, collaborative, hospitality-forward experience that serves the modern worker's need for flexibility and support in key areas of life and at all times of day.

At Lodgic Madison, users are welcome to plug in when they want, how they want, leveraging just one service area or all:

- Lodgic Workplace is membership-based, designed to serve a variety of coworking needs for solopreneurs, small businesses, remote workers, or anyone who wants a creative, energizing, design-driven, hospitality-forward professional environment where they can enhance their productivity, enrich

their professional network, and enjoy professional support and hosting services not otherwise available to today's on-demand workers and small businesses.

- Lodgic Kids Camp is enrollment-based drop-in childcare for children 12 months to 12 years, open to any parent who wants the best of both worlds: a high-quality, fully licensed, play-based learning environment and the flexibility of only paying for the care they use, with extended hours on nights and weekends, plus hourly and weekly package pricing available.
- Everyday Kitchen is a full-service, polished casual restaurant optimized to compete effectively in the overall Madison dining market with a modern American comfort food menu centered on the restaurant's showpiece open-flame spitfire grill, plus creative takes on classic cocktails. A daytime café also provides a coffee and juice bar and a wholesome menu of fresh-made sandwiches, salads, pastries, and all-day breakfast.
- Lodgic Events provides gathering spaces to host meetings, presentations, parties, and memorable catering or cocktail events.

Lodgic Everyday Community is designed as a scalable multi-unit brand poised for national growth. The first location opened in Champaign, IL, in 2018, followed by this second location in Madison, WI, opening in March 2020. A third location will open in Louisville, KY, in May/June 2020.

For more information, visit [lodgic.org](http://lodgic.org).

## **Lodgic Unit-Level Managing Director, Madison**

The Unit-Level Managing Director ("Managing Director") will take overall responsibility for ensuring the successful operational and financial performance of the Lodgic Madison location, opening in March 2020, according to the company's purpose, values, brand standards, and key performance indicators.

Reporting directly to the CEO of Lodgic Holdings Inc., the Managing Director will lead and guide the Lodgic Madison leadership team to bring the brand vision, values, customer experience, employee experience, community engagement, and performance expectations to life across all lines of business in the Madison, Wisconsin, location.

The Managing Director is the primary face of Lodgic in the community; its sales and marketing leader; and the ultimate champion of the brand, values, and purpose of Lodgic Everyday Community both inside and outside of its walls. The Managing Director

takes ultimate responsibility and accountability for stewarding the customer experience and employee culture within Lodgic Madison, as well as for product and programming quality, brand reputation, community engagement, customer satisfaction, facility maintenance, and operational and financial performance that drives results.

### **Core Job Responsibilities**

- As the strategic and tactical leader of Lodgic Madison, oversee and support on-site management team across all lines of business, holding them accountable to operational, financial, people, and brand performance standards.
- Lead, develop, and evaluate managers to be continuously supportive of the brand, values, and purpose of Lodgic, and to make good business- and people-management decisions that are in alignment with goals and values of the Lodgic brand.
- Own the in-store customer and employee experience to maximize performance and satisfaction, and achieve the highest standard of adherence with corporate policy.
- Set the standard of leadership across the facility, which includes ultimate responsibility for the customer and employee experience, as well as sales and marketing.
- Serve as the chief voice of Lodgic Madison, and a senior representative of the Lodgic brand as a whole, in the community.
- Partner with Lodgic CEO and other Managing Directors to enhance and grow the experience and performance of Lodgic overall.

### **Duties**

- Oversee facility-wide operations, ensuring consistency with corporate direction, brand and quality standards, brand-wide policies and standard operating procedures, and operational and financial performance expectations.
- Evaluate financial and operational performance, purpose and brand adherence, and customer and employee satisfaction across all lines of business on an ongoing basis, helping managers to create and adhere to goal achievement plans when needed.

- Oversee and own the overall profit-and-loss statement for Lodgic Madison, including budget preparation, communication, and adherence across all lines of business.
- Mentor the management team to develop an “always on” customer-focused sales mindset. Guide them to capitalize on revenue opportunities, manage costs, and optimize the customer experience to maximize financial contribution across the facility, including the creation of incremental revenue that drive lift across all lines of business.
- Oversee and guide the sales programs, marketing/advertising, customer relationship management, and public/community relations efforts and resources to drive engagement and performance.
- Balance not-for-profit mindset and culture of the parent organization with Lodgic’s for-profit, retail business model to maximize financial results while honoring organizational values. Counsel other managers on how to balance revenue generation and good works priorities and tensions to achieve business goals.
- Manage the facility as a whole, including costs and resources (e.g., business administration, facilities management, maintenance), to maintain a high standard of environmental experience for the customer and asset value for the parent brand. Work with line-of-business managers to ensure compliance with various licensing entities (e.g. liquor license, Public Health, Child Services, fire department).
- Work with human resources to develop career paths, satisfaction, and loyalty-building programs for employees at every level.
- Serve as the final decision maker, facilitator, and mediator within the location.
- Work with other Lodgic Managing Directors and the corporate team on a regular, ongoing basis to share knowledge, ideas, and information; develop new brand-wide products, services, programs, and pricing; provide ongoing insight and feedback; and to refine and/or evolve standard operating procedures and policies as needed to drive quality, consistency, and performance across the brand as a whole.
- Other duties as assigned by the Lodgic CEO.

## **Qualifications**

- B.A. / B.S. college degree.
- Minimum of 5 years' experience in Hospitality or "brick-and-mortar" retail experience; start-up, multi-unit, and/or nonprofit experience a plus.
- Demonstrable history of successful profit-and-loss management.
- A proven sales orientation and demonstrable record of success in sales, marketing, and customer relationship management.
- Ability to effectively manage and lead an on-the-ground management team, cultivating a collaborative, supportive, performance-based, no-drama leadership culture.
- Ability to work effectively in collaboration with corporate team.

## **Compensation & Benefits**

- Competitive salary, paid vacation, personal time, and holidays.
- Basic life/AD&D, short-term and long-term disability, and employee assistance program; optional Blue Cross Blue Shield medical (PPO), dental, vision, voluntary life, critical illness, and accident insurance.
- 401(k) retirement savings plan through Voya (safe harbor and company match after one year).
- 50% off shift meal, plus 25% off all non-shift food-and-beverage purchases (up to three guests).
- One complimentary Lodgic Workplace membership.
- Lowest published package hourly rate and free enrollment at Lodgic Kids Camp.

## **Other Responsibilities**

This job description excludes non-essential and marginal functions of the position that are incidental to the performance of the fundamental job duties.

Furthermore, the specific examples in each section are not intended to be all-inclusive. Rather, they represent the typical elements and criteria considered necessary to perform the job successfully. Other job-related duties may be assigned by the Lodgic Holdings Inc. CEO or other corporate officers.

**To Apply**

Please submit your qualifications and a cover letter to [careers@lodgic.org](mailto:careers@lodgic.org).