

Director of Operations

Bloom Collaborative | Green Bay / De Pere, WI

Full-Time | Exempt | Salaried + Performance Bonus

Compensation **\$55,000 – \$70,000 annually, based on experience**

Bonus Eligibility **Quarterly performance bonus up to \$4,000/year**

Hours **40 hours/week, primarily weekdays with occasional Saturdays**

Reports To **Salon Owner**

THE ROLE

Bloom Collaborative is looking for a Director of Operations to serve as the true right hand to ownership. This is not a task-management role. This person leads, builds, and owns the operational infrastructure of the salon so that Bloom can grow with consistency and excellence.

The right person for this role thinks in systems, leads with calm authority, follows through without being asked twice, and finds genuine satisfaction in making a team and a business run beautifully. They are as comfortable building an SOP from scratch as they are coaching a coordinator through a difficult guest situation.

This role is built for someone who leads with intention, operates from a place of extreme ownership, and is ready to grow into a larger leadership position as Bloom continues to expand. We are not looking for someone to maintain what exists. We are looking for someone to help us build what comes next.

WHY BLOOM

Bloom Collaborative is one of Northeast Wisconsin's top-rated salons and one of the most intentional teams in the region. We have built a culture grounded in professionalism, care, and growth, and we protect it fiercely. You will not find chaos, drama, or a revolving door here.

You will find a team that shows up, guests who are loyal, and an owner who is deeply invested in the success of the people she works with. If you want a role where your leadership directly shapes the trajectory of a business and a team, this is it.

WHAT YOU WILL OWN

Leadership and Team Development

- Serve as the primary point of leadership for the Guest Happiness Team (salon coordinators and front desk) and all support staff
- Train, develop, and coach the Guest Happiness Team on luxury service standards, guest communication, upselling, and Bloom's core values
- Hold the team accountable to expectations and Bloom's standards with consistency and professionalism

- Manage time-off requests, schedule adjustments, and coverage logistics
- Lead team huddles and serve as the primary communication anchor for the salon support team
- Oversee onboarding and training for all new non-stylist team members
- Partner with ownership on performance conversations, team development, and culture

Systems Building and Operations

- Audit current processes and identify gaps in documentation, consistency, and efficiency
- Build and implement SOPs across all operational areas of the salon
- Own the daily rhythm of the salon including opening and closing procedures, schedule management, and guest flow
- Manage and maintain the salon's scheduling software (Boulevard) and maximize its capabilities for the team
- Handle bank deposits and basic financial administrative tasks
- Oversee salon compliance with health, safety, and sanitation standards

Guest Experience

- Ensure every guest touchpoint reflects Bloom's luxury experience standards
- Handle escalated guest concerns with professionalism, empathy, and swift resolution
- Oversee new guest follow-up, cancellation callbacks, and pre-booking initiatives
- Ensure Guest Experience Forms are sent prior to visits and that stylist teams are prepared to deliver on guest preferences and requested add-ons
- Continuously look for ways to elevate the in-salon experience for our guests

KPI Tracking and Growth

- Own the Bloom KPI Dashboard and Daily Priming Ritual Tracker
- Monitor and report on key metrics including retail sales, pre-booking rates, guest retention, and utilization
- Identify trends and bring data-informed recommendations to ownership
- Drive salon growth by motivating and coaching the team toward goal attainment
- Partner with ownership to develop strategies that increase revenue, retention, and guest satisfaction

Inventory Oversight

- Oversee and continuously improve the salon's inventory management system
- Collaborate with the team member responsible for day-to-day inventory to ensure accuracy, consistency, and efficiency
- Identify opportunities to streamline ordering, receiving, and tracking processes
- Ensure retail shelves and displays are maintained to Bloom's visual standards

Retail, Promotions, and Stylist Incentives

- Stay current on retail trends and new product launches relevant to Bloom's brand and guest base
- Partner with ownership to introduce new products, seasonal promotions, and retail campaigns
- Develop and manage stylist incentive programs, contests, and retail goals
- Coach the Guest Happiness Team on retail recommendations and add-on conversations at checkout
- Track and report retail performance and bring ideas to move the needle

Culture and Team Experience

- Oversee the Fun Committee, providing direction, support, and accountability for team culture initiatives
- Champion a collaborative, positive, and drama-free environment that reflects Bloom's mission and values
- Procure and coordinate cards, gifts, and recognition for team birthdays, anniversaries, and milestones
- Support ownership in creating a team culture that makes Bloom a place people are proud to be

Marketing Collaboration

- Serve as an internal collaborator on marketing direction, promotions, and guest communications
- Provide input on campaigns, brand messaging, and seasonal content in partnership with ownership and our social media contractor
- Support the execution of in-person marketing efforts and community outreach
- Plan, coordinate, and support salon events and classes, taking ownership of logistics and execution while adapting the level of involvement to the scope and vision of each event

WHAT WE ARE BUILDING TOGETHER

Bloom is growing intentionally, and the Director of Operations will be central to that growth. This role is designed to evolve. The person who steps into it today has a clear path toward a Salon Manager or General Manager title as Bloom continues to expand, and as trust and track record are built together.

In your first six months, we will work together to:

- Audit and document all existing processes
- Build a complete SOP library for operations, guest experience, and Guest Happiness Team management
- Strengthen onboarding and training infrastructure
- Establish consistent KPI reporting rhythms and accountability structures
- Close operational gaps that currently depend on ownership to manage

OUR MISSION AND VISION

Our mission is to elevate our community and beauty industry professionals as a whole through our collaborative team environment, making our guests feel cared for, valued, and heard. We create an environment that supports our dream lifestyle while exceeding our guests' expectations, allowing them to radiate confidence and bloom into their best selves.

We envision Bloom as the most sought-after salon for both stylists and guests in our community. A place known for its thriving culture, unmatched service, and life-changing impact. Our team will be recognized not only for exceptional artistry, but for the way we uplift one another, set new industry standards, and create a space that is a blessing to all who enter.

At Bloom, our mission and vision are not wall decor. They shape every decision, every hire, and every guest interaction. The Director of Operations is expected to lead from these values, not alongside them.

BLOOM'S CORE VALUES

These are not aspirational. They are our standard. Every team member at Bloom is expected to live these every day.

- Professionalism above all else
- Attention to detail
- Deliver on promises
- Collaborative spirit
- Growth mindset
- Extreme ownership

WHAT WE ARE LOOKING FOR

- 3 or more years of management or operations experience, preferably in salon, spa, hospitality, or service-based retail
- Proven ability to build systems, write SOPs, and implement processes that actually stick
- Strong leadership presence, someone the team genuinely respects and turns to
- Tech-savvy and resourceful, comfortable learning new software and solving problems creatively
- Highly organized and detail-oriented without losing sight of the bigger picture
- Excellent communicator, both written and verbal, with a warm and professional presence
- Solutions-oriented mindset, you bring answers, not just problems
- A leadership style that reflects Bloom's mission, vision, and core values in action, not just in conversation
- Highly tech-savvy and comfortable operating across multiple software platforms and tools (we use a robust tech stack and need someone who picks up new systems quickly and confidently)
- A genuine passion for people, culture, and building something that lasts

COMPENSATION AND BENEFITS

- \$55,000 to \$70,000 base salary, commensurate with experience
- Quarterly performance bonus of up to \$4,000 per year tied to salon KPIs and leadership metrics
- PTO begins accruing immediately
- SIMPLE IRA with 2% company match
- Complimentary personal hair services
- Employee discounts on retail and salon merchandise
- Annual leadership development and education budget
- Direct mentorship from ownership with a clear growth path toward Salon Manager or GM

HOW TO APPLY

Submit your resume and a brief cover letter telling us about your leadership experience and why Bloom feels like the right fit to:

anna@bloomcollab.com

We review every application personally. If you are the right fit, you will hear from us.