

EJD TALENT SOLUTIONS

Hiring Guide

Multi-Site Operations Manager

MULTI-SITE RETAIL, FRANCHISE & SERVICE OPERATIONS

WHAT THIS ROLE ACTUALLY DOES

A Multi-Site Operations Manager (Branch, Area, or Regional Manager) is accountable for consistent standards, staff performance and P&L across more than one location. It's a fundamentally different skill set from managing a single site: the best candidates have proven they can scale themselves, not just their hours.

SKILLS & QUALITIES TO SCREEN FOR

- Direct experience managing more than one site or branch, not just aspiring to
- Comfort owning a P&L or budget, with real numbers to discuss
- A track record of standardizing processes or performance across locations
- Strong staff leadership at scale, including managing other managers
- Realistic expectations about travel and time split across sites

RED FLAGS TO WATCH FOR

- Claims a multi-site title but describes only single-location responsibilities under questioning
- Can't speak to specific P&L or budget numbers they were accountable for
- No concrete example of standardizing a process or fixing underperformance across sites
- Struggles to describe how they'd handle a strong site manager resisting a company-wide change
- Underestimates the time and logistics of genuinely covering multiple locations

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SAMPLE INTERVIEW QUESTIONS

- 1 *How many sites or branches have you managed, and how did you keep standards consistent across them?*
- 2 *Walk me through how you managed P&L across multiple locations.*
- 3 *Tell me about a time performance varied significantly between sites. How did you address it?*
- 4 *How do you handle a strong site manager who resists a new company-wide process?*
- 5 *Describe how you prioritize your time across multiple locations in a typical week.*

SALARY QUICK REFERENCE (GAUTENG, 2026)

Junior (1-3 yrs)	R220,000 – R350,000
Mid-Level (4-7 yrs)	R350,000 – R550,000
Senior (8-12 yrs)	R550,000 – R850,000
Specialist+ (13+ yrs)	R850,000 – R1,150,000

Full breakdown available in our Multi-Site Operations Salary Benchmarking Report.

HOW EJD CAN HELP

The gap between a single-site manager and a genuine multi-site operator is where most mis-hires happen. EJD screens specifically for proven multi-site scope, not just an inflated title. Submit a vacancy and we'll have a shortlist back within 72 hours.

This guide reflects EJD Talent Solutions' hiring approach and general market observations as of 2026. It is intended as practical guidance, not a substitute for a tailored hiring strategy.

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