

Director of Frontline Enablement

Role Summary

Ensure frontline employees can execute the work on which the business depends, every shift.

This leadership role connects business priorities to everyday frontline performance. You will align key enablement functions, including training, communication, coaching, recognition, and performance support, with how work actually gets done, using practical strategies and tools that fit the pace and pressure of frontline operations.

You will represent the needs of frontline teams in partnership with leaders across the operation. In doing so, you will build a capable, confident workforce that can deliver on expectations today and adapt as the business evolves.

What You'll Do

1. Define what good looks like on the job
Translate business priorities into specific tasks, behaviors, and standards to guide employee performance every shift
2. Collaborate with stakeholders
Establish a regular cadence with stakeholders across the organization, including frontline teams, to gather input, align on priorities, and build shared ownership of enablement strategy and execution
3. Set and defend priorities
Evaluate needs across the business and focus resources on the limited number of enhancements that will improve execution and drive results; say no often – with justification.
4. Remove friction from the work
Identify where and when employees get stuck or commonly make mistakes; partner with operations teams to simplify processes and improve tools.
5. Align enablement practices
Ensure all employee-facing tools and tactics reinforce the same expectations and work together in the flow of work, rather than competing for limited time and attention.
6. Drive operational change
Ensure new processes, products, and priorities are implemented with frontline execution as a primary focus; translate changes into clear expectations, practical strategies, and measurable results
7. Strengthen manager execution
Equip frontline managers with field-tested tools to run their operations, coach team members, reinforce expectations, and correct performance in real time.
8. Lead the enablement function
Build and direct a team responsible for enablement practices, channels, and systems; set priorities, allocate resources, and focus the team on measurable outcomes.

Your Typical Week

- Review performance data to pinpoint gaps tied to execution
- Observe work in the field or through recorded workflows
- Meet with operations leaders to align on priorities and upcoming changes
- Coach stakeholders to focus on performance, not activity
- Lead team planning sessions to focus work on highest-impact opportunities
- Simplify or replace existing enablement tools in collaboration with subject matter experts
- Work with IT and product teams to improve frontline tools and workflows
- Research new and emerging frontline enablement practices to foster continuous innovation

How You'll Be Measured

- Business results: Improvement in core operational metrics (sales, quality, safety, productivity, risk) tied directly to frontline execution
- Manager effectiveness: Quantitative and qualitative indicators of how well managers drive performance, reinforce expectations, and lead their teams
- Change adoption: Speed and consistency with which frontline teams adopt new processes, products, and priorities with minimal disruption to performance
- Speed to proficiency: Time for new hires and transitioning employees to perform core tasks to standard
- Frontline readiness: Indicators that employees feel capable and confident performing their role, including reduced hesitation, fewer escalations, and stronger on-the-job execution
- Employee experience and retention: Improved job satisfaction, engagement, and retention driven by better support, clearer expectations, and a more manageable work experience
- Efficiency: Reduced time, effort, and redundancy across enablement practices without sacrificing performance outcomes
- Cost impact: Lower costs tied to training, errors, rework, turnover, and operational inefficiencies

How We'll Support You

- Clear ownership of this space: Authority to set direction and prioritize work across enablement projects and functions
- A dedicated team: People to execute your enablement vision, including research, consultation, design, development, and delivery activities
- Access to the work: Time in the field and visibility into how the job gets done every day
- Operational data that reflects reality: Performance metrics tied to core job tasks and business priorities
- Cross-functional partnerships: Alignment with leaders in operations, HR, L&D, IT, communications, and other critical frontline functions
- Tools that fit the workflow: Opportunity to shape a digital roadmap that equips frontline teams to deliver
- Senior leader support: Backed by influencers from the C-suite to frontline operations who are willing to prioritize frontline operations and champion meaningful changes

Experience and Capabilities We Value

- Frontline operations background
Experience running or directly supporting frontline operations (store, site, region, contact center, field team). Understands how an operation runs day to day, including workload planning, peak demand, task workflows, service expectations, and compliance requirements.
- Breaks work down into timely tasks and critical decisions
Can take high-level work and define the exact steps, edge cases, and judgment calls required to do it well. Focuses on what people actually do on the job, not just the SOP.
- Influences how others approach work
Challenges assumptions and shifts thinking across functions to focus on execution, practicality, and what works best in frontline environments.
- Uses operational data to diagnose problems
Comfortable working with metrics like sales, throughput, quality, safety, and compliance. Identifies where performance gaps exist and what needs to change on the job.
- Communicates in operational terms
Explains ideas using the language of the business. Can engage frontline managers and senior leaders without relying on jargon or theory.

- Has improved performance in real environments
Track record of improving execution, reducing errors, or increasing consistency across teams or locations.
Has implemented changes that held up under real operating conditions.
- Leads teams that move fast
Has built and directed teams that adapt quickly, solve problems as they emerge, and adjust support to keep work moving without losing focus on outcomes
- Works across operations, HR, L&D, and IT
Has partnered with multiple functions to align priorities, launch initiatives, and solve problems tied to frontline work.

Bottom Line

You will be given the ownership, resources, and cross-functional support required to make meaningful changes to how frontline work is enabled. In return, you are expected to focus on execution, prioritize what drives real performance, and build a system that holds up under the pressure and pace of daily operations.

You will be accountable for creating a sustainable approach to enablement that scales across teams, adapts as the business evolves, and ensures people have what they need to succeed so they can power results for the business.