



<https://eternalhotelsllc.com/careers/vice-president-of-operations-eternal-hotels/>

## Vice President of Operations – Eternal Hotels

### Description

Vice President of Operations

Eternal Hotels® | Pasco, WA (onsite) | Relocation assistance available

**Reports to:** President & COO

**Direct reports:** Regional Directors of Operations (2), with General Managers reporting through the regional structure

About Eternal Hotels

Eternal Hotels® is a hotel ownership and management company operating franchised properties under Marriott, Hilton, IHG, Choice Hotels, Best Western, and Sonesta brands across Washington, Oregon, and Arizona. With more than 100 years of combined leadership experience across marketing, operations, and asset management, our team is focused on driving top-line revenue and protecting brand equity while maximizing net operating income for our ownership group. We are an active acquirer and developer, with a growing pipeline of new builds and managed properties.

The Opportunity

This is a newly created executive position. Eternal Hotels currently operates with General Managers leading each property and two Regional Directors of Operations overseeing performance across the portfolio — but as the company has grown across multiple states and six different franchise brands, we've outgrown an operating model built on individual GM judgment and regional oversight alone.

We're hiring a Vice President of Operations to build what doesn't yet exist: standardized operating systems, performance frameworks, and decision-making infrastructure that let a multi-brand, multi-state portfolio run consistently — without flattening the brand-specific and market-specific judgment that makes each property successful. This is a builder's role, not a caretaker's. The right person has run multi-property hotel operations before, but more importantly, has built the systems, scorecards, and playbooks that operations teams use long after that person has moved on.

The VP of Operations will sit on the senior leadership team, report directly to the President & COO, and take ownership of both Regional Directors of Operations as direct reports.

### Responsibilities

What You'll Do

**Build the operating system.** Design and implement standardized SOPs, brand-compliance frameworks, and performance scorecards that work across six franchise brands and three states — replacing ad hoc, GM-by-GM practices with a

### Hiring organization

Eternal Hotels LLC

### Employment Type

Full-time

### Industry

Hospitality / Hotel

### Job Location

2525 N 20th Ave, 99301, Pasco, Washington, US

### Base Salary

\$ 130000 - \$ 150000

### Date posted

June 17, 2026

### Valid through

31.07.2026

consistent, scalable operating model.

**Lead the operations organization.** Manage and develop the two Regional Directors of Operations, and through them, set clear expectations, coaching standards, and accountability structures for the General Manager bench across all properties.

**Own portfolio-wide performance.** Take responsibility for operational KPIs across the portfolio — guest satisfaction scores, labor efficiency, quality audit results, and brand standard compliance — and build the reporting cadence that makes performance visible at every level.

**Partner on the P&L.** Work closely with the CFO and Corporate Controller on budgeting, forecasting, and cost control across properties, ensuring operational decisions are grounded in financial discipline and ownership's return objectives.

**Drive brand and franchise compliance.** Serve as the senior point of accountability for franchise brand standards across Marriott, Hilton, IHG, Choice, Best Western, and Sonesta — managing audits, quality assurance scores, and brand relationships at the operational level.

**Support growth.** Partner with the VP of Development & Technology on the integration of new builds and newly acquired or managed properties, ensuring new hotels are onboarded into a consistent operating framework from day one rather than added ad hoc.

**Lead change management.** Roll out new systems, technology, and processes across a workforce spread over multiple states, building buy-in from Regional Directors and GMs rather than relying on top-down mandate alone.

**Develop the bench.** Work with the VP of HR on leadership development and succession planning for Regional Director and GM roles, building a pipeline that supports continued portfolio growth.

Onsite role.

Other duties as assigned.

## **Qualifications**

What We're Looking For

- 10+ years of progressive hotel operations leadership, including direct experience overseeing multiple properties through a regional or area structure (not just single-property GM experience)
- Direct operating experience with at least two or three of our franchise brands (Marriott, Hilton, IHG, Choice, Best Western, Sonesta) and a working command of franchise compliance, audit, and quality assurance processes
- A demonstrated track record of building — not just executing — operational systems: SOPs, training programs, performance scorecards, or operating playbooks designed to scale across a growing portfolio
- P&L ownership across multiple properties, with strong fluency in hotel budgeting, forecasting, and cost management
- Experience leading through layers of management (regional directors and/or GMs), with the leadership maturity to coach and hold senior operators accountable
- Strong change management skills and the communication ability to drive

adoption of new systems across a geographically distributed team

- Bachelor's degree in hospitality, business, or a related field preferred; MBA a plus
- Willingness to be onsite in Pasco, WA, with occasional travel across the WA/OR/AZ portfolio

### **Job Benefits**

Compensation & Benefits

**Pay:** \$130,000–\$150,000 per year

- Health, dental, and vision insurance
- Paid time off
- Employee discount
- Relocation assistance

*Eternal Hotels® is an equal opportunity employer.*

### **Contacts**

#### **Additional Information**

All your information will be kept confidential according to EEO guidelines.

#### **An Equal Opportunity Employer**

Equal access to programs, services and employment is available to all persons. Those applicants requiring reasonable accommodations to the application and/or interview process should notify a representative of the Human Resources Department.