



# WOODFALL & SONS

## REMODELING & CONSTRUCTION

6853 STATE ROUTE 54, PHILPOT KY 42366 - (270) 883-5220

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### **W+S – Operations Advancement Ladder**

Operations roles at Woodfall & Sons support the organization, communication, scheduling, financial systems, customer experience, and overall operational health of the company.

Employees within this ladder may focus in areas such as:

- administration
- scheduling
- bookkeeping
- finance
- customer communication
- marketing
- systems and organization
- proposal and sales support
- operations coordination

Pay increases are tied to demonstrated growth in:

- reliability
- organization
- communication
- initiative
- responsibility
- leadership
- efficiency
- professionalism
- overall value to the company

Raises are earned through proven contribution and consistency over time, not simply length of employment or asking for more pay.

# Tier 01 — Office Assistant

**\$10–14/hr**

Entry-level support focused on organization, communication, and assisting company operations.

## Expectations

- Organizes paperwork and files
- Handles basic data entry
- Assists with customer communication
- Uploads photos, receipts, and project documents
- Helps maintain calendars and schedules
- Maintains organization and follow-through
- Learns company systems and workflow

## Advancement Requirements

- Consistent reliability and communication
- Ability to complete tasks without constant supervision
- Strong organization and attention to detail
- Positive attitude and teachability

# Tier 02 — Office Coordinator

**\$15–18/hr**

Reliable operational support role with growing ownership and responsibility.

## Expectations

- Assists with scheduling estimates and jobs

- Handles customer communication professionally
- Helps manage project files and workflow
- Assists with invoicing and bookkeeping organization
- Supports payroll and office systems
- Helps coordinate scheduling and internal communication
- Maintains organized administrative systems

## **Advancement Requirements**

- Demonstrated initiative and consistency
- Ability to manage recurring responsibilities independently
- Strong communication and organization
- Ability to solve small operational problems
- Growing understanding of company workflow and operations

## **Tier 03 — Operations Coordinator**

**\$19–25/hr**

Supports overall business flow and helps reduce owner bottlenecks through organization, systems, and operational coordination.

## **Expectations**

- Coordinates schedules, communication, and workflow
- Assists with proposal and estimate follow-up
- Helps manage systems and project tracking
- Coordinates vendors, subcontractors, and deliveries
- Improves organization and operational efficiency
- Anticipates problems and communicates proactively
- Helps maintain company rhythms and operational systems

## **Advancement Requirements**

- Proven ownership mentality
- Strong communication and leadership
- Ability to manage responsibilities with minimal oversight
- Demonstrated ability to improve workflow and efficiency

## **Tier 04 — Operations Manager**

**\$26–35+/hr**

High-level operational leadership role focused on increasing company capacity, organization, communication, and long-term stability.

### **Expectations**

- Oversees operational workflow and scheduling
- Coordinates communication between office and field
- Helps manage systems, finances, and organization
- Supports production efficiency and profitability
- Leads operational systems and processes
- Helps train and support team members
- Reduces owner involvement in daily operations

## **Advancement Philosophy**

Advancement within Woodfall & Sons is based on demonstrated consistency, responsibility, professionalism, and contribution over time.

Employees advance through:

- reliability
- professionalism
- organization
- initiative

- communication
- leadership
- efficiency
- overall operational value to the company

The goal is to develop dependable team members and leaders who strengthen the company, support the crew, improve customer experience, and contribute to the long-term health and growth of the business.