



## Executive Director

<b>Job Classification:</b>	Full Time, Exempt
<b>Reports to:</b>	The People's Memorial Board of Directors
<b>Salary and Benefits:</b>	\$75,000 - 85,000, depending on qualifications Medical, Dental, Vision Insurance 3% match retirement plan after qualifying Paid vacation and sick leave

### Job Purpose

The Executive Director of People's Memorial is responsible for seeing that the Mission, Vision, Values, and the strategic goals are lived out in the day-to-day operation of the Association and the strategic planning of The Co-op Funeral Home. The Executive Director is accountable to the Board of Directors and the membership of the organization. The Executive Director supervises and coordinates with the Managing Funeral Director of The Co-op Funeral Home of People's Memorial, who oversees the daily operations of the funeral home.

### Duties and Responsibilities

#### Management

- Restructure the professional staff of the Association to align with updated strategic objectives.
- Directly supervise employees, contractors, and consultants of the Association: hire staff; contractors, and consultants; manage performance and expectations; develop HR infrastructures and external hire processes; design work schedules and training; and support internal staff development.
- Supervise the Managing Funeral Director (MFD), supporting strategic planning and implementation. (The MFD is responsible for daily operations of the funeral home and funeral home staff.)
- Manage facilities: ensure both organizations have appropriate facilities; negotiate and interact with property owners or representatives; plan and direct changes as needed;
- Demonstrate compassion and empathy, especially in times of crisis or when resolving escalated needs or complaints for members and clients.
- Establish the tone and goals of the organizational culture, ensuring a collaborative and healthy productive work environment among all staff.
- Ensure efforts are aligned with the missions, goals, and guiding principles of each organization.

#### Board of Directors and Volunteer Management

- Work with the Board of Directors and committees to define strategic goals and track progress.



## Job Description

- Oversee the implementation of Board decisions.
- Provide the Board of Directors with the resources, information and training necessary to fulfill their duties and to be organizational ambassadors.
- Actively engage with the Governance committee to help identify prospective board members who bring the skills, attributes and lived experience necessary for the board to be the best partner it can be.
- Plan and participate in Board and committee meetings with collaboration from the MFD and Business and Finance Director, including the Annual Meeting and Board Retreat. Prepare materials and reports which update on activities and efforts.
- Plan the budget; monitor and report financial results to the Board with the Business and Finance Director.
- Oversee Membership and Development Director's management of PMA's volunteers for active engagement and involvement.
- Coordinate the Bi-annual Price Survey and provide analysis to the Contracts Committee.

### **Finance Management, in partnership with the Business and Finance Director**

- Ensure banking relationships are updated annually with the new board positions.
- Run payroll, complying with all payroll requirements.
- Certify compliance with all Federal, state and local licensing and tax reporting, including the county personal property affidavit, city revenue reporting, state revenue reporting, etc.
- Maintain proper books and records and store appropriately with easy access.
- Oversee internal and external bookkeeping verifying accurate recording of daily activity in real and virtual records.
- Produce financial statements on a monthly basis within 3 weeks of month end.
- Ensure timely filing of Federal tax returns (990 or 1120-C).
- Negotiate and contract with vendors for business supplies, goods, and services.
- Design and implement processes and procedures to improve stability, viability, and profitability.

### **Fundraising and Resource Development, in partnership with the Membership and Development Director**

- Produce an annual strategic fund development plan for PMA. Implement at strategic, operational, and the tactical levels.
- Manage donor cultivation, solicitation, and stewardship through relationship management, campaigns, appeals, and events.
- Cultivate relationships with major individual and corporate donors or foundations, especially local business partners in the Washington State community.
- Oversee donor acknowledgement and appreciation through letters, phone calls, and events.
- Create a minimum of two annual events (Fundraising Donor event and the Annual Membership Meeting), overseeing success from conception to execution.

### **Marketing, Outreach and Advocacy**



## Job Description

- Act as primary contact for all public relations and media requests, professionally representing both organizations.
- Foster community relationships to further the impact and mission of the Association and funeral home.
- Develop and supervise PMA's marketing plan, consistent with the organization's goals and budget and in concert with Communications Manager.
- Collaborate with the MFD to develop and administer the funeral home marketing plan.
- Support the Communications Manager in promoting educational workshops.
- Expand diversity, equity, and inclusion efforts that impact PMA's operations, membership, and engagement.

### **PMA Membership and Partnership Development**

- Oversee all aspects of building membership statewide, including presentations and tabling at relevant events to interested groups.
- Oversee and manage satisfaction surveys to members and non-members.
- Network with local, statewide, national, and international organizations.

### **Membership Database Management**

- Oversee the ongoing management of the PMA's database optimizing functionality.
- Customize the database as needed and pull reports as needed.

## Working Conditions and physical requirements

The work can be done remotely, but must be a resident of Washington State. Periodic office visits and presence at fundraising events will be required. Standard office hour availability is expected with occasional after-hours meetings and events.

## Qualifications

- Leadership experience, preferably in a nonprofit with an understanding of board-staff relationships, volunteer engagement, financial management and fund development strategies
- Deep belief in and passion for our organizations' purposes
- Compelling communicator and storyteller
- Leads and manages with intention
- Culturally responsive and emotionally intelligent
- Committed to diversity, equity and inclusion
- Digitally savvy with enthusiasm about its possibilities
- BA/MA in business administration/marketing – strongly desirable
- Well versed in public relations, marketing, and communications
- Leads and manages with a growth mindset, open to learning and adapting
- Courageous and compassionate truth-teller
- Comfortable with the subject matter of death and pre-death arrangements



**People's Memorial**  
A s s o c i a t i o n  
Funeral Advocacy & Education since 1939

## Job Description

### Supervisory responsibilities

Supervises Managing Funeral Director, Business and Finance Director, Membership and Development Director(to be hired), Communications Manager and PMA Admin.

<b><i>Job description approved by:</i></b>	
<b><i>Date approved:</i></b>	
<b><i>Date reviewed:</i></b>	