

## **SCCFA – Executive Director – Job Description**

The Southern Cemetery, Cremation and Funeral Association (SCCFA) is a not-for-profit regional trade association whose mission is to meet the needs of its members through service and education focused on industry issues and legislation in the region, to promote ethical practices, and to provide leadership in the memorialization industry.

The Executive Director is responsible for providing the strategic direction and day to day execution required for the SCCFA to meet its mission. This is a contract role that takes direction from the President and the board of the SCCFA. The President is a rotational assignment that is determined by the Board of Directors.

The Executive Director will need to build strong, strategic relationships with current and prospective industry partners inside and outside the SCCFA to meet the goals of growing the membership base, increasing participation in events and seminars, and keeping members informed about industry and legislative trends. This Executive Director will have a strong focus on organizing committee activity and will act as the central hub and primary contact person for all committee chairs. Creating an environment of trust and respect by empowering others and sharing authority will be key to this leader's success.

### **Detailed Responsibilities:**

- Collaborate with the President and Board of Directors to identify, create and implement strategic plans to actualize the association objectives.
- Build SCCFA membership base and participation and sponsorship of SCCFA seminars and conventions.
- Publicize & communicate cemeteries, FHs, and cemetery related vendors of the achievements of the SCCFA.
- Assist the SCCFA President with scheduling and distributing newsletters and other promotional communications.
- Manage and maintain the development of the SCCFA website.
- Coordinate the activity of all committees and act as the primary point person for all committee chairs.
- Identify and secure funding from all potential sources (private, corporate, government) and organize Board level fundraising efforts.
- Develop partnerships with company stakeholders, member businesses, government entities and relevant parties.
- Represent the company at social and corporate events in ways that strengthen the brand and communicate the association's message.

### **Oversight of the following areas:**

- Accounting and daily bookkeeping
- Membership management
- Marketing and branding
- Web presence and social media strategy/management
- Contract management
- Advertising sales

### **Qualifications**

**Education & Certifications:** Bachelor's degree in a related field required.

**Experience & Background:** 5+ years of management experience with a demonstrated successful track record in the funeral industry. Strong communication, networking, and collaboration skills. Strong interpersonal, analytical, and organizational skills, capable of working effectively with board members, staff members, volunteers, and committee chairs and members. Ability to represent the SCCFA in a mature and professional manner building strong relations with leaders in a wide variety of organizations within the industry. Ability to connect and relate with diverse groups of people at all levels of the profession.

**Job Type:** Full-time, Contract

**Benefits:** This is a contract position and is not benefits eligible

**Work Location:** Must reside within the membership geography of the SCCFA. Remote work within this geography will be considered.