

Job Description

Director of Community Engagement

Forest Lawn Group & Forest Lawn Heritage Foundation

Reports To: CEO
FLSA Status: Full-Time, Exempt

Summary

The Director of Community Engagement is responsible for developing, managing, and enhancing Forest Lawn's tours and public programs. This includes overseeing all aspects of cemetery tours, lectures, cultural events, patriotic/veteran's events and other educational, corporate and community-focused programs. The Director provides leadership for a team of staff, docents, and volunteers to deliver meaningful, engaging, and educational experiences that reflect Forest Lawn's mission and history.

Essential Functions

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Program & Tour Management

- Identify and develop innovative community engagement opportunities and programs aligned with Forest Lawn's mission and strategic objectives.
- Maintain smooth operation of existing programs, updating as needed.
- Ensure that all offerings are accurate and engaging.
- Collaborate with internal staff (including volunteers, historians, archivists, grounds and marketing teams) to ensure appropriate support for all programs.
- Serve as the primary point of contact for event-related communications with stakeholders.
- Learn each tour to serve as a back-up tour guide, will also lead and facilitate select tours.

Event Execution & Logistics

- Manage logistics for programs and tours, including scheduling, staffing, catering, equipment, and visitor services.
- Oversee the ticketing process and procedure.

Budget & Reporting

- Manage department budget and ensure fiscal accountability for programming.
- Track and analyze engagement data, generating reports for leadership.
- Track attendance, participation, and audience feedback to measure impact.
- Identify and share donor or development opportunities with leadership.

Community Engagement & Partnerships

- Establish, cultivate, and maintain working relationships with local, state and national cultural and veteran's organizations.
- Represent Forest Lawn cemeteries at community events, tourism and cultural associations, and professional gatherings.
- Stay informed on industry trends and leverage insights to improve programs.
- Serve as a spokesperson and advocate for Forest Lawn's community engagement initiatives.
- Facilitate volunteer engagement partnerships for Forest Lawn cemeteries
- Perform other duties as assigned.

Supervisory Essential Functions

- Recruit, train and oversee engagement staff, volunteers and docents.
- Provide ongoing guidance, recognition and professional development opportunities.

Schedule Requirements

- Must be available to work evenings, weekends and holidays as needed. (Saturday and Sunday availability will be required especially during the main tour season (May – October) to oversee programming
- Ability to adjust schedule for events, meetings, and other operational needs.
- Occasional travel to partner sites, conferences or meetings as required.
- Flexibility for remote work when program schedules allow

Qualifications

- Bachelor's degree in education, tourism, history or a related field.
- Professional experience in cultural tourism preferred
- Non-profit experience preferred
- Strong leadership skills with proven experience managing staff, volunteers, or docents
- Proficiency in Microsoft Office Suite, especially Excel and PowerPoint; comfortable with new technologies
- Valid New York State driver's license

Knowledge, Skills and Abilities

- Knowledge of tourism, cultural programming, or public history.
- Excellent written, verbal, and presentation skills.
- Exceptional interpersonal skills with the ability to work effectively with diverse audiences
- Ability to work independently while fostering teamwork and collaboration.
- Creative thinker with a passion for public engagement and storytelling
- Strong time management and organizational skills.
- Experience managing budgets and leading teams.
- Ability to grow with the position/department and take on different responsibilities as needed

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is required to

- Sit, stand, walk, use hands, reach, stoop, kneel, crouch, crawl, talk, see, read and hear.
- Office environment with moderate noise; must be able to carry up to 20 lbs.
- Prolonged computer and telephone use.
- Travel is required to all Forest Lawn Group Cemeteries as needed, exposure to various weather conditions and uneven terrain.
- While facilitating tours there are long periods of standing/walking and standing aboard the Trolley Bus.

Signature

DISCLAIMER: *The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. The above statements are not meant to be all-inclusive. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.*

All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Forest Lawn is an equal opportunity employer. All applicants and employees will be considered for employment or promotion without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, veteran status, disability status or any other category protected by law.

I understand and agree to the requirements, essential functions and duties as outlined in the above Job Description.

Employee Name (print): _____ Date _____

Signature: _____