



**FRIENDS OF LAUREL HILL &
WEST LAUREL HILL CEMETERIES**

3822 Ridge Avenue
Philadelphia, PA 19132
215.228.8200
www.thelaurelhillcemetery.org

JOB DESCRIPTION

PUBLIC PROGRAMS MANAGER

About the Friends of Laurel Hill & West Laurel Hill Cemeteries: The Friends of Laurel Hill & West Laurel Hill Cemeteries (Friends) is a 501(c)(3) nonprofit organization, our mission is to assist the Laurel Hill and West Laurel Hill Cemetery Companies in preserving and promoting the historical character of their cemeteries. In addition to developing and implementing educational programs, the Friends produce unique events, including Laurel Hill's famous Halloween festivities, and offer both public and private tours of the sites, often in collaboration with local schools, nonprofit groups, and historical organizations.

Education & Interpretative Mission: Our educational programs promote engagement with Laurel Hill and West Laurel Hill Cemeteries through innovative interpretation, memorable experiences, and continuous evaluation of our offerings. This engagement is integral to the visibility of the Friends and to sustaining the relevancy of the cemeteries for generations to come.

Job Summary: The Friends is seeking a Public Programs Manager to lead the organization in the development of engaging and innovative public programs for various audiences, including youth, families, adults, seniors, and school children – on site, off site, and virtually. These public programs should encourage social connections and constructive dialogue around how history informs present-day visitors, especially those underrepresented and marginalized.

The Public Programs Manager will oversee planning, cultivation, execution, evaluation and oversight of public programs, community and institutional partnerships and special events at Laurel Hill and West Laurel Hill Cemeteries including death positive-related programming, horticulture and nature-related initiatives, and cultural and historical events. This position helps plan and coordinate communications for the Friends on the website, annual calendar, and social media. The successful candidate should be a strategic thinker who can communicate effectively and build strong, trusting relationships with diverse stakeholders. The candidate should have the vision and drive to take existing strong public programs to the next level and help build innovative programs and educational initiatives. This position will work with staff at both cemeteries to ensure excellence in cultural programming with a focus on the history, residents, and value of both cemeteries.

Essential Functions:

1. Designs, develops, and implements a diverse range of public programs and special events (both free and fee-based) for multicultural and multigenerational audiences, ensuring quality in content and delivery.
2. Ensures that public programs are designed, developed, improved, or expanded in accordance with industry best practices, the organization's mission, and DEI initiatives
3. Oversees administrative aspects of public programs and special events, including budget development, list and data management, contract negotiation, vendor relations, the creation of

functional run-of-show plans, site layouts, and timelines. Manages ticket pricing and tracking, equipment rental contracts, entertainment schedules, staff needs and schedules for each event.

4. At each event, be on hand to proactively manage any issues with superior customer service. Serve as the point person managing all day-of event logistics, including vendor load in and load out.
5. Supports post-event activities: creating and mailing thank you letters, organizing re-cap meetings, sending and analyzing satisfaction surveys, and preparing any reports and additional wrap up materials.
6. Develops, in coordination with cemetery company staff, e-newsletter, social media, company calendars, and promote of events.
7. Identify, cultivate, and engage with community groups, local businesses, and civic/cultural institutions through program development.
8. Work with staff to develop sponsorship opportunities and secure sponsors for upcoming programs/events.
9. Prepare grant narratives and final reports for funders as needed.
10. Conduct meetings, make presentations and communicate in writing and verbally in a clear and concise manner.

Qualifications:

- The successful candidate will possess strong verbal, written and interpersonal communications skills. S/he/they should demonstrate excellent organizational skills and passion for and commitment to the work of the organization. The candidate should be self-directed with entrepreneurial spirit and an ability to work collaboratively with others.
- Two to five years or more experience working at a cultural venue and/or historic site.
- Bachelor's degree in a related field.
- Demonstrated experience in preparation and management of operational budgets relating to educational programs, supplies, materials and other costs.
- Proven ability to excel in verbal and written communications, attention to detail, flexibility to multitask and maintain stability under pressure.
- Demonstrated commitment to inclusion, diversity, equity and access.
- Must have a valid driver's license and excellent computer skills.

Work Conditions:

- Ability to work evenings and weekends is required.
- Ability to lift and carry boxes/tables/chairs weighing up to 50 lbs.
- Frequent use of multiple technical equipment and software application.

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. The Friends of Laurel Hill is an equal opportunity employer. We do not discriminate on the basis of race, color, gender, gender identity, sexual orientation, age, religion, national or ethnic origin, disability or protected veteran status.

To Apply: To apply, contact Rhonda DiMascio, Executive Director at rdimascio@thelaurelhillcemetery.org with a resume and cover letter **by Friday, May 27** including Public Programs Manager in the subject line. We look forward to hearing from you!