

ORGANIZATION: Woodlawn Cemetery

POSITION: President

REPORTS TO: Board of Trustees

LOCATION: Bronx, NY

INFORMATION: [Website](#)

TO APPLY: Please send cover letter and resume as one PDF to woodlawn@pbrsearch.com with title format "Last Name First Name – Letter Resume".

Woodlawn Cemetery seeks a transformational leader who can set the organization on a future-oriented course that capitalizes on its significant assets and defines new areas for growth, innovation, and engagement.

BACKGROUND

The Woodlawn Cemetery, Crematory, and Conservancy, which was established in 1863, is a 400-acre active non-sectarian cemetery in The Bronx, NY, a Level II Arboretum with over 6,000 trees, and a designated National Historic Landmark with the strongest collection of memorial art, gardens and architecture in the country. The Cemetery archives are housed at Columbia University's Avery Library.

Woodlawn is the final resting place of more than [315,000 diverse individuals](#), including people from the local Bronx community, the metropolitan region, and celebrated immigrants who made New York their home. Each year Woodlawn serves over 3,000 families, providing for traditional inground burial and a variety of options for those who choose cremation. The Cemetery annually welcomes 100,000 people, many of whom are international, to enjoy the arboretum and significant memorials, honor notable figures, and participate in programs and events. Considered both an "Outdoor Learning Lab" and "Outdoor Museum", this unique institution engages students and scholars, while also providing a safe, secure, and beautiful setting for traditional visitors to pay their respects.

The Cemetery continues to develop its remaining acreage for burials, private and community mausoleums, and designed spaces for the placement of cremation urns. It has been Woodlawn's tradition to accommodate all economic levels, ethnic and religious groups, and to encourage unique and well-crafted memorials to celebrate the life story of those at rest. As traditional inventory reaches depletion, revenue sources projected to support the Cemetery will include service fees for cremation and burial re-engagement of lot owner descendants for continued use of family space, and endowments established for maintenance. Growing the community of stewards who support Woodlawn through donations, participation in events and programs, will become a priority.

Woodlawn is one of the most important and revered active cemeteries in the US and the President is responsible for its effective operation in compliance with all associated 501 (c) 13 legal and financial obligations. Reporting to and working closely with the Board of Trustees, the President will be a visionary, strategic leader with exceptional executive, financial, and operational skills. The board seeks a forward-thinking leader who is not wedded to "the way we've always done things", but instead brings a fresh perspective, an entrepreneurial spirit, and a willingness to ask, "What if?" when considering how the Cemetery might evolve and change in the coming years.

The President also works closely with and oversees the executive director of The Woodlawn Conservancy, a nonprofit 501 (c) 3 organization dedicated to the preservation of Woodlawn Cemetery. The Conservancy, which has its own Board of Directors, is charged with enhancing Woodlawn Cemetery as a natural, educational, and cultural landmark through community engagement, such as through their celebrated [Bridge to Crafts Careers Program](#).

POSITION

The President is responsible for leading and managing the staff, raising philanthropic support for programs and capital projects, overseeing the development and management of annual and long-term budgets, and overseeing the operations of the Cemetery and the Conservancy. This includes management of a \$21M budget, \$250M in investment assets (including endowment care trust funds), and 75 full- and part-time staff. In addition, the President works closely with the finance committee of the board and the Woodlawn Cemetery investment management team to promote the growth of the Cemetery's investments and generate revenue in support of the Cemetery's mission. Finally, the President will partner with the Conservancy to make Woodlawn Cemetery a vibrant cultural destination.

RESPONSIBILITIES

- Lead, manage and inspire direct reports and the entire Cemetery and Conservancy staff teams, fostering a work culture that champions collaboration and high achievement for the greater good of Woodlawn Cemetery and its constituents.
- Work with staff leadership in sales, finance, Cemetery operations and the Conservancy to set and manage the achievement of departmental goals.
- Oversee the development of a strategic plan that outlines goals and manage the achievement of goals related to sales of gravesites, mausoleum spaces, and diversification of revenue streams.
- Liaise with the board and the investment managers to continue to maintain a healthy endowment.
- Engage with the community and external stakeholders to publicize and promote Woodlawn's undertakings and develop key relationships.
- On an annual basis, create financial projections based on the current-year endowment, revenues, and expenses to ensure the long-term financial health of the organization.
- Work closely with the Conservancy to expand dynamic public programming, establish clear priorities for preservation initiatives, and help raise money to support them.

QUALIFICATIONS

The President will be a seasoned, dynamic, inspirational leader and manager with excellent fundraising, operations, and finance skills. In addition, they will be an innovative, creative thinker with a collaborative work style who can conceive of interesting and appropriate ways for the public to engage in the beauty and history of the grounds. Specifically, the ideal candidate will have:

- At least 10 years of senior management experience with a particular emphasis on leading and inspiring staff responsible for the development and operation of a place-based business or cultural institution.
- Strong executive presence with the ability to build excellent relationships with staff, board, government officials and regulators, external partners and stakeholders.
- A track record of developing and leading collaborative, collegial teams committed to excellence and continuous improvement.
- Proven track record of successful personnel development and succession planning.
- A strong customer-service focus with the ability to balance customer experience and responsible financial management.
- Excellent strategic planning and execution skills and the ability to think both short and longer term about the effective operation and health of the Cemetery and the Conservancy.
- Experience overseeing the management of complex budgets in a highly regulated environment and effectively addressing the variety of operational and financial issues inherent in running a business, including working effectively with volunteers and unionized employees.

- Strong verbal and written communication skills and an open, transparent, accessible leadership style.
- Vision, inclusive and creative ideas about ways to engage the public in the Cemetery's history and preservation, including tours, lectures, holiday-specific events, etc.
- An interest in historic preservation and a strong sense of how historic sites can be made relevant and dynamic for today's audiences.
- Experience in engaging younger generations of lot holders to ensure their financial support of what is required for the upkeep of their property above and beyond what is covered by their perpetual endowments.

Woodlawn Cemetery is an Equal Opportunity Employer and does not discriminate on the basis of age, color, national origin, ethnic origin, citizenship status, disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, marital status, veteran status, or any other characteristic protected by federal, state, or local law in its employment policies. In addition, Woodlawn Cemetery will provide reasonable accommodations for qualified individuals with disabilities.