

VERTIN

Position Profile:

General Manager, Detroit Lakes Funeral Homes, Inc. and FFH Minnesota, Inc.

The General Manager is responsible for the daily oversight of funeral operations for their defined operating group of businesses. While continuing to participate in the daily functions of the businesses, General Manager also provides overall operations and market share leadership and strategic support to Location Managers and all employees within the operating group. The General Manager serves as the bridge between corporate strategy and tactical location execution. Responsible for ensuring all employees within the operating group follow company policies and guidelines. General Manager also possesses and applies a comprehensive knowledge of operational processes and procedures.

To Apply:

If you are interested in this position with Vertin Company, email cover letter and complete resume to Melissa Volk, Manager, Human Resources, melissa@vertin.com.

Vertin History and Today

From the very first funeral conducted in 1904, the Vertin Company tradition of providing professional, first-class funeral service to families has been our priority. We are passionate about providing remarkable experiences to the families we serve.

As a privately held funeral business, we have a long history of stability and financial security. Our locations span the Midwest with over 500 employees who are dedicated to making a difference in people's lives. We are a diverse group of talented individuals inspired by a shared commitment to great work.

Mission

Honoring lives and enriching caregivers.

Vision

Provider of choice for creating meaningful experiences.

Core Values

COMMITMENT TO CUSTOMERS
We treat all with care and empathy, support our communities, and value our relationships.

QUALITY

We provide exceptional service and outstanding products that together, deliver premium value.

INTEGRITY & RESPECT

We honor our commitments and treat customers, partners, and each other with dignity.

COURAGE & COMPASSION

We do what is right and honor our commitments to the customer, the business, and one another.

EXCELLENCE IN EXECUTION

We are accountable for our actions, always strive for excellence, and deliver positive results.

CONTINUOUS IMPROVEMENT

We have a spirit of learning and development to foster innovation and an on-going pursuit of excellence.

General Manager, Detroit Lakes Funeral Homes, Inc.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

General Manager and Location Manager Duties (20%)

- Ensure appropriate and equitable staff schedules for call coverage, services, events, meetings etc. for primary location and locations in operating group.
- Manage employee and operating group performance using established metrics and expectations, tracking progress against the goals, ensuring timely feedback, and addressing performance problems and issues promptly.
- Hold staff accountable for metrics and performance goals.
- In conjunction with location managers (where applicable), scheduling and leading regular staff meetings, as defined by the Vertin Business Model.
- Ensure active participation by all employees in the communities they serve.
- Review and enhance current activities and marketing efforts.
- Understand the benefits of social media activity and ensure participation.
- Understand the budget and ensure financial goals are met for the businesses in the operating group.
- Prioritize future expenses and approve all proposed operating expenses within the limits of authorization.
- Ensure proper facility, property, and vehicle maintenance is performed.
- Immediately report all significant, unexpected or potential expenses that arise as part of operating a business.
- Ensure adherence by all staff to all stated policies and procedures, OSHA standards, and FTC standards. Properly report any/all incidents immediately, as required by company procedures.

Funeral Director (60%)

- Arrange and conduct funeral and memorial ceremonies in a professional, organized, and caring manner in keeping with company policies and procedures.
- Grow market share through active involvement with community, religious and other organizations.
- Maintain company and funeral home location marketing online and locally as required.
- Supervise and care for the deceased in a respectful manner and in keeping with regulatory requirements, while performing a variety of tasks which include: removals and transfers, embalming, cosmetology, hairstyling, dressing and casketing; coordinating and assisting with funeral service, and visitation, delivery of flowers, caskets, urn, photos and other personal keepsakes or mementos or client families, and the removal, proper care and storage of these items.
- Operate and maintain the crematory at certain locations, including repositioning and processing of cremated remains as per the Procedures Manual. Where location differences cause Funeral Director to serve as a Crematory Operator, specific responsibilities also include those of a Crematory Operator.
- Promote and maintain a safe and healthy work environment.
- Ensure adherence to all professional, state and federal licensing authority, regulations and rules applicable to funeral service.
- Where regulatory requirements limit pre-need sales to Funeral Directors, the Funeral Director's specific responsibilities also include those of the Preneed Specialist.
- Provide aftercare, including delivery of documents, cards, and information on insurance, pre-arrangements for next of kin.
- Ensure potential pre-need referrals are shared with Preneed Specialist.
- Supervise the parking of cars, ushering, driving funeral vehicles, assisting at chapel and church services, assisting at the cemetery, floral delivery, picking up supplies, participating in special functions and other duties, as required.
- Accurately prepare all documents related to funeral services, cremations, and maintenance.
- Perform office duties and reporting.
- Clean and maintain all funeral home vehicles.
- Assist with the maintenance of vehicles, the facility and property, receive caskets and other funeral home supplies as well as place into inventory.
- Other duties as assigned.

SUPERVISORY RESPONSIBILITIES (20%)

Directly lead, supervise, train, and develop Funeral Home staff in operating group. Ensure roles and responsibilities are clarified. Maintain systems to measure and evaluate direct reports against established metrics. Carry out supervisory responsibilities in accordance with Vertin policies and management processes, and applicable laws. Responsibilities include but are not limited to participating in interviewing, recruiting, hiring, onboarding, assigning and directing work, evaluating performance, reward and recognition, performance management, and termination. Ensure compliance in all areas for the benefit of employee health and safety.

EDUCATION, EXPERIENCE, CERTIFICATIONS

Associate's degree (A.S.), Bachelor's degree (B.S./B.A.) or equivalent from a college or university, as required to hold the necessary Mortician License in the required State(s) of operation; plus five or more years related experience and/or training within a funeral service setting, where direct oversight/management of others was required.

SKILLS, QUALIFICATIONS, ABILITIES

The individual must possess these skills and abilities or explain and demonstrate that he or she can perform the essential functions, with or without reasonable accommodation, using some combination of skills and abilities.

- Strong Communicator and Consensus Builder; able to understand financial reports and translate those results to others; able to provide management support over multiple sites and expansive geographic area; good understanding of marketing and merchandising.
- Able to understand the importance of sound business practices and how that supports the overall mission of the business.
- Solid understanding of marketing and merchandising, as well as clarity on how to utilize both to achieve stated goals.
- Able to provide management support to all employees at the location level and in the operating group.
- Possesses a general understanding of Project Management, Task Management and Sales Management.
- Able to prioritize, multi-task, and effectively delegate tasks when appropriate.
- Understands financial implications of decisions.
- Able to foster relationships with other businesses within a local or multiple community culture.