



## FOR IMMEDIATE RELEASE

**ICCFA Educational Foundation**  
Media Contact: Tim Hutchison  
Phone: 703-391-8400  
Email: [tim@iccfa.com](mailto:tim@iccfa.com)

**Funeral Service Foundation**  
Media Contact: Kelly Manion  
Phone: 262-814-1574  
Email: [kmanion@funeralservicefoundation.org](mailto:kmanion@funeralservicefoundation.org)

### **Now Hiring Project Manager for *Journey to Serve* — An Initiative Aimed at Recruiting Military Veterans into the Funeral Service Profession**

*A newly created Project Manager position will elevate and strengthen the Journey to Serve initiative, which was jointly launched by the ICCFA Educational Foundation and the Funeral Service Foundation in 2021. The landmark initiative connects military veterans with careers throughout the funeral service profession.*

**Nationwide (June 21, 2022)** – Today, the ICCFA Educational Foundation and the Funeral Service Foundation announced the creation of a new *Journey to Serve* Project Manager position, a two-year, full-time, benefits-eligible position to promote *Journey to Serve* to broader military veteran and deathcare audiences. Jointly funded by the Funeral Service Foundation and the ICCFA Educational Foundation, the goal of the position is to effectively communicate the alignment between a career in the military and a subsequent career in deathcare.

The Program Manager will carry out the *Journey to Serve* Initiative to its fullest potential by implementing direct outreach to veterans, military spouses and families. Primary responsibilities include:

- Communicating the Journey to Serve program with Veteran Service Organizations (VSOs)
- Strengthening Department of Defense and government connections
- Exhibiting and presenting about the program directly to veterans' groups
- Executing a social media campaign aimed at veterans
- Expanding and managing the tools and resources available to deathcare professionals

In addition, the Program Manager is responsible for thorough communication within the deathcare profession to promote *Journey to Serve* and encourage the use of its associated resources and toolkit. This outreach includes careful coordination with state associations and industry partners to ensure that *Journey to Serve* is actively used across the profession to recruit veterans into meaningful next careers in deathcare.

The position is designed to be executed via remote work. View the full job description, qualifications and application [here](#).

### **About Journey to Serve**

*Journey to Serve's* purpose is twofold: The sweeping initiative—which is equally funded by the ICCFA

Educational Foundation and the Funeral Service Foundation, and endorsed by ICCFA and NFDA—positions the deathcare profession as an ideal career path for military veterans to deploy the skills, traits, and talents acquired and earned during their tour of duty. At the same time, the initiative equips funeral service and deathcare professionals with free tools and resources specifically designed to engage with military veterans on a local, regional, national, and international scale.

[This brief video](#) provides an overview of the Journey to Serve program and offers a look at the natural fit between military veterans and funeral service.

#### **Available Resources at [JourneyToServe.com](http://JourneyToServe.com)**

Curated with all funeral service and deathcare professionals in mind, the toolkit includes a variety of customizable resources available for download. The free resources include:

- Customizable Print and digital ads
- Customizable Radio and podcast spots in :30 and :60 lengths
- Moving video explaining the natural fit between veterans and deathcare
- Testimonials from veterans already working in the deathcare profession
- Social media post template
- Customizable flyers and postcards
- Slide decks for use when speaking to veterans' groups
- Key messaging documents and FAQs

#### **About the ICCFA Educational Foundation – [ICCFA.com/Educational-Foundation](http://ICCFA.com/Educational-Foundation)**

The ICCFA Educational Foundation, founded in 2005, seeks to make education accessible to the future leaders of the deathcare profession. It does this by awarding scholarships to the educational programs of the International Cemetery, Cremation and Funeral Association, as well as advancing initiatives designed to promote the profession and support the individuals who answer the call of service.

#### **About the Funeral Service Foundation – [FuneralServiceFoundation.org](http://FuneralServiceFoundation.org)**

Since 1945, the Funeral Service Foundation has served as the philanthropic voice of the funeral profession and has identified as the charitable arm of the National Funeral Directors Association since 1997. Donors and volunteer leaders, profession-wide, support the Foundation in its mission of investing in people and programs to strengthen funeral service and lift up grieving communities.

#### **LINKS:**

Job Posting: <https://journeytoserve.com/now-hiring/>

Journey to Serve Video: <https://vimeo.com/631339753>

###