

Open Position - Jewish Cemetery Association of Massachusetts (JCAM)

Position: Cemetery Sales Associate

Location: Needham, MA (Onsite)

Salary: \$60,000–\$70,000 annually, commensurate with experience

FLSA Status: Exempt

Position Summary

JCAM is seeking a compassionate, relationship-focused, and results-driven Cemetery Sales Consultant to support individuals and families in their search for cemetery property and burial services. This role combines consultative sales, customer service, community outreach, and burial coordination.

The ideal candidate is a skilled communicator who can build trust, navigate sensitive conversations with empathy, and proactively develop relationships that drive sales and community engagement.

Essential Responsibilities

- Respond promptly and professionally to inquiries regarding cemetery property, grave purchases, burial options, and related services.
- Guide individuals and families through purchasing decisions with compassion, professionalism, and accuracy.
- Conduct cemetery tours for prospective clients, families, community partners, and referral sources.
- Develop and maintain a robust sales pipeline through lead generation, prospect cultivation, relationship building, and follow-up.
- Track sales activities and client interactions using CRM and other reporting systems.
- Meet or exceed established sales and outreach objectives.
- Participate in JCAM at community events, educational programs, and outreach initiatives.
- Support marketing and outreach efforts designed to increase awareness and generate qualified leads.
- Maintain accurate client records, sales documentation, and inventory information.
- Remain knowledgeable about cemetery inventory, pricing, policies, and services.
- Collaborate with leadership and cross-functional teams to support departmental and organizational goals.
- Perform other duties as assigned.

Qualifications

- A bachelor's degree is preferred or an equivalent combination of education and experience.
- Minimum of 5 years of experience in sales, customer relations, business development, account management, or a related field.
- Calm and composed demeanor when working with grieving families or the public.
- Compassionate, detail-oriented, and able to balance administrative, sales, and customer service duties with professionalism and empathy, and with strong follow-through and time management skills
- Demonstrated success in relationship-based or consultative sales.
- Strong verbal, written, and interpersonal communication skills.

- Proficiency with Microsoft Office Suite (Word, Excel, Outlook, Teams).
- Ability to learn and utilize CRM and database systems.
- Valid driver's license and reliable transportation.
- Ability to read maps, understand cemetery layouts, and interpret archival documents.
- Ability to travel to JCAM cemeteries and community locations throughout Massachusetts.
- Familiarity with Massachusetts communities and Jewish burial or funeral-related cultural practices is strongly desired.
- Experience working in a nonprofit, faith-based, or mission-driven environment is a plus.
- Familiarity with Hebrew is a plus.
- Experience with CRM systems and sales reporting tools.
- Willingness to collaborate and support cross-departmental needs.

Key Competencies

- Compassion and empathy
- Consultative sales
- Relationship building
- Customer service excellence
- Communication and active listening
- Problem solving
- Attention to detail
- Professional discretion and confidentiality
- Initiative and accountability

Physical Requirements

- Ability to sit for extended periods while performing office-based work.
- Ability to move throughout office and cemetery environments.
- Ability to walk cemetery grounds and navigate uneven terrain.
- Ability to work outdoors in varied weather conditions.
- Ability to travel regularly between the cemetery and community locations.

What We Offer

- Competitive salary
- Robust benefits package
- Meaningful mission-driven work
- Opportunity to serve families and the Jewish community
- Professional and collaborative work environment

Equal Employment Opportunity Statement

The Jewish Cemetery Association of Massachusetts (JCAM) is an Equal Opportunity Employer. JCAM provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, creed, sex, pregnancy, childbirth or related medical conditions, sexual orientation, gender identity or expression, age, national origin, ancestry, disability, genetic information, veteran status, military service, marital status, citizenship status, or any other characteristic protected by applicable federal, state, or local law. All employment decisions are based on qualifications, merit, business needs, and organizational requirements.

At-Will Employment Disclaimer

This job posting is intended to describe the general nature and level of work being performed. It is not intended to be an exhaustive list of all duties, responsibilities, qualifications, or working conditions associated with the position. JCAM reserves the right to modify job responsibilities and requirements as business needs dictate. Nothing in this posting should be construed as creating an employment contract or guaranteeing employment for any specific duration. Employment with JCAM is at will and may be terminated by either the employee or JCAM at any time, with or without cause and with or without notice, subject to applicable law.

How to Apply

Please email your resume and cover letter to deborah.gagnon@jcam.org.

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