

# Role Profile - Funeral Director

## Role Levelling

Purpose	Key Relationships
<p>To lead and manage the day to day to requirements of allocated funeral home(s) and lead their teams ensuring continued improvement v budget and previous years by providing exemplary standards of care through highly motivated and engaged teams.</p> <p>To ensure we deliver an industry leading Funeral service and deliver profitable market share growth by offering maximum value and choice, being active in the community and maximising the use of all available channels.</p> <p>Support operational teams and funeral home arrangements when required.</p>	<ul style="list-style-type: none"> <li>• Internal and External stakeholders</li> <li>• 3<sup>rd</sup> party suppliers</li> <li>• Regulatory bodies (CMA, IFSO, NAFD etc)</li> </ul>

Key Accountabilities	Measures of Success	Experience/ Qualifications Required
<ul style="list-style-type: none"> <li>•Lead allocated funeral home(s) to the highest operational standards, operational excellence, end to end client journey and commercial performance through people</li> <li>•Implement the funeral plan and deliver agreed financial targets through offering value, care and choice</li> <li>•Deliver an industry leading Funeral service and deliver profitable market share growth</li> <li>•Manage and lead all direct reports in branches and ensure all line manager requirements are met</li> <li>•Engage and develop teams to ensure a highly motivated and multi skilled workforce</li> <li>•To provide leadership, coaching, and change management support to direct reports and operations-based colleagues</li> <li>•Conduct circa 180 Funerals per year ensuring high standards of delivery by all colleagues on the day of Funeral and the overall client journey. Also ensuring compliance to Health and Safety requirements by bearer team on day of funeral</li> <li>•Lead and participate with community activities. Collaborate with Membership &amp; Community Council to enable relationships and be a difference maker within local community</li> <li>•Responsible for branch standards and all Health and Safety requirements in allocated funeral homes. Responsible for working with the Compliance Team in audits and actioning any required improvement.</li> <li>•Network with NAFD (National Association of Funeral Directors) by attending local forums and/or meetings</li> <li>•Work in partnership with all support businesses to ensure relevant support and advice is sought</li> </ul>	<ul style="list-style-type: none"> <li>•Performance of home(s)</li> <li>•Achievement of KPI's – (as per score card and P&amp;L)</li> <li>•Growth in market share</li> <li>•AAV &amp; Conversions</li> <li>•Colleague Engagement</li> <li>•Audit/compliance outputs</li> <li>•Client complaints</li> <li>•Colleague Development</li> </ul>	<ul style="list-style-type: none"> <li>•Awareness of funeral industry</li> <li>•Awareness of leadership and line manager responsibility</li> <li>•Commercial awareness</li> </ul>