

Role Profile – Conducting Funeral Assistant

Role Levelling

Purpose		Key Relationships
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. Support operational teams and funeral home arrangements when required.		<ul style="list-style-type: none">Internal and External stakeholders3rd party suppliersRegulatory bodies (CMA, IFSO, NAFD etc)
Key Accountabilities	Measures of Success	Experience/ Qualifications Required
<ul style="list-style-type: none">Implement the funeral strategy and deliver agreed financial targets through offering value, care and choiceDeliver an industry leading Funeral service and deliver profitable market share growthTo provide leadership to bearer team on day of funeral, and support line managers to coach and develop colleagues' knowledgeConduct circa 250 Funerals per year ensuring high standards of delivery by all colleagues on the day of Funeral and the overall client journeyWhen not conducting, you will perform tasks in line with either Funeral Service Assistant or Funeral Advisor job profileLead and participate with community activities. Collaborate with Membership & Community Council to enable relationships and be a difference maker within local communityResponsible for ensuring compliance to Health and Safety requirements by bearer team on day of funeralNetwork with NAFD (National Association of Funeral Directors) by attending local forums and/or meetingsWork in partnership with all support businesses to ensure relevant support and advice is sought	<ul style="list-style-type: none">Performance of home(s)Achievement of KPI's – (as per score card and P&L)Growth in market shareAAV & ConversionsColleague EngagementClient complaints	<ul style="list-style-type: none">Awareness of funeral industryAwareness of leadership and line manager responsibilityCommercial awareness

