

# Role Profile - Conducting Funeral Assistant

Role Levelling

| Purpose   | Key Relationships  |  |
|---|--|--|
| <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. 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>• Implement the funeral strategy 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>• To provide leadership to bearer team on day of funeral, and support line managers to coach and develop colleagues' knowledge</li> <li>• Conduct circa 250 Funerals per year ensuring high standards of delivery by all colleagues on the day of Funeral and the overall client journey</li> <li>• When not conducting, you will perform tasks in line with either Funeral Service Assistant or Funeral Advisor job profile</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 ensuring compliance to Health and Safety requirements by bearer team on day of funeral</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>• Client complaints</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> |

