

# Funeral Marketing Co-Ordinator – Job Profile

1

- **Purpose:** A multi-skilled and varied marketing role supporting the delivery of the marketing strategic plan and continuous improvement of the customer journey. The role holder will play a key part in delivering the digital, customer and marketing communications plan across all services within Funeral – at need Funerals, Funeral Plans, Floral, Masonry, Bretby Crematorium and supporting services. They will work directly for the Senior Funeral Digital & Customer Manager but will be expected to work with other colleagues across Funeral and the wider society.
- **Reporting To:** Senior Funeral Digital & Customer Manager
- **Values:** Self Help, Self responsibility, Democracy, Equality and Solidarity
- **Essential skills and experience:** Effective written /verbal communication, strong organisational skills, good attention to detail, problem solver, IT literate (Microsoft packages), knowledge and use of CMS (e.g. WordPress), digital advertising, social channels, CRMs and Adobe Creative Cloud.
- **Qualifications:** Marketing degree or equivalent experience.,.

## We make a *difference* to Members & customers

## We're *better* every day

<p>✓ <b>Area of responsibility:</b></p> <p>Be a brand ambassador and ensure the society branding is used correctly across marketing collateral.</p> <p>Have an understanding of market research methods and apply customer feedback into our campaigns and brochures.</p> <p>Manage customer review platforms (such as Google and Trust Pilot) and reply to feedback.</p> <p>Post and schedule on social media channels directly and using Hootsuite, engaging our customer followers.</p>	<p>✓ <b>Measures of Success:</b></p> <ul style="list-style-type: none"><li>✓ <b>Brand guideline compliance</b></li><li>✓ <b>Improved customer experience</b></li><li>✓ <b>Review ratings</b></li><li>✓ <b>KPI targets</b></li></ul>	<p>✓ <b>Area of responsibility:</b></p> <p>Manage marketing campaigns across digital, print and social platforms whilst working closely and effectively with external agencies and internal colleagues, meeting deadlines.</p> <p>Briefing brochure amends to external agencies, proof reading and instructing photographers as needed.</p> <p>Create short content for websites; email newsletters; and social media posts.</p>	<p>✓ <b>Measures of Success:</b></p> <ul style="list-style-type: none"><li>✓ <b>Comms plan delivery</b></li><li>✓ <b>Activity completion</b></li><li>✓ <b>Clear communication meeting brand guidance</b></li></ul>
--	---	--	--

# Funeral Marketing Co-Ordinator – Job Profile

2

- Purpose:

A multi-skilled and varied marketing role supporting the delivery of the marketing strategic plan and continuous improvement of the customer journey. The role holder will play a key part in delivering the digital, customer and marketing communications plan across all services within Funeral – at need Funerals, Funeral Plans, Floral, Masonry, Bretby Crematorium and supporting services. They will work directly for the Senior Funeral Digital & Customer Manager but will be expected to work with other colleagues across Funeral and the wider society.

- Reporting To:

Senior Funeral Digital & Customer Manager

- Values:

Self Help, Self responsibility, Democracy, Equality and Solidarity

- Essential skills and experience:

Effective written /verbal communication, strong organisational skills, good attention to detail, problem solver, IT literate (Microsoft packages), knowledge and use of CMS (e.g. WordPress), digital advertising, social channels, CRMs and Adobe Creative Cloud.

- Qualifications:

Marketing degree or equivalent experience.,.

## We're a *caring* community

✓ Area of responsibility:

Work with Funeral Homes to support them in their delivery of community activities.

Foster an inclusive and welcoming culture.

Deliver online memorial campaigns supporting our customers.

✓ Measures of Success:

✓ KPI targets

✓ KPI targets

✓ Activity completion

## We work together with *purpose*

✓ Area of responsibility:

Communicate marketing plans and updates to internal teams and management.

Interpret Google Analytics and digital campaign dashboard results.

Update website content on the Content Management System.

Effectively record customer engagement, manage lists and email marketing on a CRM; ensuring GDPR compliance.

✓ Measures of Success:

✓ Clear colleague understanding

✓ Effective reporting

✓ Activity completion

✓ KPI reports