

Funeral Marketing Specialist

Society Division:	Funeral
Society Reporting Unit:	Commercial
Location:	Lichfield / Hybrid
Reports to (job title):	Senior Funeral Digital & Customer Manager
Number of direct reports:	0
Number of in-direct reports:	0
Budget / Revenue Responsibility:	0
Key Stakeholders:	Funeral Operations, Funeral Plans
Date of Job Description:	11.08.26

Role 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.

Role Responsibilities:

- Be a brand ambassador and ensure the society branding is used correctly across marketing collateral.
- Have an understanding of market research methods and apply customer feedback into our campaigns and brochures.
- Manage customer review platforms (such as Google and Trust Pilot) and reply to feedback.
- Post and schedule on social media channels directly and using Hootsuite, engaging our customer followers.
- Manage marketing campaigns across digital, print and social platforms whilst working closely and effectively with external agencies and internal colleagues, meeting deadlines and adhering to approval processes.
- Briefing brochure amends to external agencies, proof reading and instructing photographers as needed.
- Create short content for websites; email newsletters; and social media posts.
- 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.
- 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.
- 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.
- Occasionally situations may arise where other duties or tasks may be required as reasonably requested by the Society.

Qualifications & Experience:

Essential Qualifications

- Marketing degree or equivalent experience

Essential Experience

- Effective written / verbal communication
- IT literate (Microsoft packages), knowledge and use of CMS (e.g. Wordpress),
- Experience in digital advertising, social channels and CRMs

Desired Experience

- Knowledge and use of Adobe Creative Cloud