

## J O B   D E S C R I P T I O N

**JOB TITLE:** Business Leader

**REPORTS TO:** Head of Region

**JOB GRADE:** Specialist

### PURPOSE OF ROLE

- You will be empowered to autonomously run your own end of life business with the objective of increasing both market share and profitability
- Build your brand and lead your team on a journey to consistently exceed customer expectations across all parts of their end-of-life journey
- Accountable for the performance of your business and rewarded meaningfully for success

### PERFORMANCE MEASURES

- Annual performance objectives set by your regional head (including commercial, people and financial targets)
- Market share growth
- Operating in line with Dignity's standard operating procedures
- Culturally aligned behaviors

### KEY RESPONSIBILITIES

- Operate an end-of-life business with the objective of growing market share
- Lead and develop your team to consistently deliver exceptional client service, exceed their own expectations and nurture a strong culture of openness, collaboration, and innovation
- Build and execute on a long-term plan for your business and brand, including competitive strategy, commercial initiatives, and budget setting
- Conduct at a minimum of bi-annual performance reviews with your team
- Establish your brand within your local community, building awareness, loyalty, and engagement
- Oversee the back of house operation to ensure we operate to the highest standards as efficiently as possible
- Collaborate with the Service Delivery teams to optimise the Care of the Deceased and to efficiently deliver funerals
- Work with your team to increase and meet funeral plan sales targets, whilst adhering to FCA regulation

- Establish and execute on strategies to develop and grow memorial sales
- Co-ordinate and collaborate with Dignity's central functions, including finance, people, marketing, property, data and analytics and IT, to meet your objectives
- Share best practice across the region and ensure close collaboration with other Dignity funeral brands and crematoria
- Uphold Company standards of service and excellence
- Compliance with all Dignity's internal procedures and HMRC legislation
- Ensure that health and safety standards are upheld, and that all equipment is maintained to the highest standard and in accordance with Health and Safety regulations
- And any other duties as directed

## KEY FCA RESPONSIBILITIES

- Operational:
  - At point of delivery, ensure conditions of pre-need plans are met
  - Ensure compliance with all operational standards and procedures
- In branch / crematoria sales:
  - Ownership and responsibility for all in-branch sales of funeral plans
  - Ensure compliance with Dignity standard operating procedures for in branch sales
  - Ensure all marketing materials and lead generation procedures are FCA compliant

## WOULD SUIT SOMEONE WHO

- Is an agile, well organized, and motivational leader who can engage, develop, and lead individuals to deliver results
- Can work autonomously and is results driven
- Understands the importance of building a recognizable and successful brand
- Has strong commercial and marketing acumen (pricing / product / placement / promotion)
- Cares deeply about great customer outcomes
- Has a good understanding of digital marketing (social media, time management tools)
- Is great with a spreadsheet! Can offer support colleagues as we transition to a digital-first approach
- Enjoys, and is good at, analyzing data and uses data make sound business decisions

## KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Experience:
  - Working to objectives in a high-performance culture
  - Excellence in client outcomes
  - Commercial, marketing and brand strategy setting
  - Excellent leadership and decision-making skills

- Competent with Microsoft Office programmes
  - Digital marketing and brand building experience
  - Strong analytical and problem-solving skills
- Education/qualifications:
  - English and Mathematics
- Technical Knowledge:
  - Computer literacy