

# DIGNITY PLC

## J O B   D E S C R I P T I O N

**JOB TITLE:** Funeral Director

**REPORTS TO:** Business Leader

**JOB GRADE:** Employee

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### PURPOSE OF ROLE

The Funeral Director represents our brand and Company to support the bereaved at what can be one of the most difficult times in their lives. This rewarding role requires a balance of empathy with resilience, care, professionalism and leadership to maintain the high standards for which Dignity is known. We work closely to our Guiding Principles to ensure that we act with due skill, care, diligence and above all integrity in all that we do.

The Funeral Director will communicate with the client prior to the funeral, picking up the relationship of trust built by the Funeral Service Arranger during the arrangement process. On the day of the funeral they are the main contact and source of professional direction for the family, leading a team of Funeral Service Operatives to carry out driver/bearer responsibilities in line with our processes, ensuring our high standards of behaviour, presentation and performance are maintained.

The Funeral Director is a trained professional, familiar with all aspects of Funeral Arranging and providing branch cover where necessary. They support with all arrangements with Clients and third parties including Crematoria, Clergy, Coroners, Doctors, Florists, Officiants and our Dignity Care Centre colleagues as required. They are a pillar of the community, involved in outreach projects. They are flexible towards duties and hours of work for the proper fulfilment of their role.

### PERFORMANCE MEASURES

- Supportive and professional Client service
  - Communication and relationships with stakeholders, external and internal
  - Respectful care of the deceased
  - Accurate administrative processes and procedures requiring attention to detail
  - Supportive leadership of colleagues, motivating 'on the day' funeral team to give their best
  - Representing the brand to increase community awareness and reputation
  - Participation in training/staying up to date with processes or regulatory changes
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### KEY RESPONSIBILITIES

#### Supporting Branch Administration

1. Support Funeral Service Arrangers in branch, contributing to quality Client service through positive communication.
2. Providing branch cover and facilitating funeral arrangements as required.
3. Facilitate home arrangements and chapel visits out of hours as required.
4. Provide professional and respectful service, and maintain high standards of personal and branch presentation, conscious that you represent our brand when working with and in front of client families.

5. Arrange funerals according to Company guidelines ensuring that the full range of services and products are offered, thereby addressing the needs of the client.
6. Ensure that any enquiries regarding the purchase of Pre-Paid Funeral Plans are referred to your local Funeral Plan Consultant and dealt with in a timely manner.
7. With the support of the Business Leader, and in support of the Funeral Service Arrangers ensure that Company policy and procedures regarding the management and handling of cash is adhered to in all branches within remit.
8. Ensure consistent delivery of the highest levels of respectful deceased care; when in the vicinity of or working with the deceased, maintain appropriate respectful behaviour and dignity.
9. Ensure that the working practices, facility, and equipment are maintained to the highest Health and Safety standards, reporting any concerns quickly and appropriately.
10. Ensure that any deceased brought into the Branch premises are checked in and all details are recorded in the Mortuary Book and Deceased Record Card as per the Identification and Personal Effects (ID&PE) process.
11. Ensure that any deceased resting at the Branch are checked regularly and are well-presented for Client visits, seeking the support of your supervisor or the Care Centre as necessary.
12. Be prepared in advance of any Client visits and ensure that those wishing to spend time with their loved ones are offered a warm and appropriate welcome and level of support.
13. Ensure the security of personal records and information in line with GDPR and Company processes. Consider how these are kept and ensure that whiteboards and records are covered when visitors access areas where these are on display.
14. Ensure that Company policy and procedures regarding the handling of cash is adhered to.
15. Ensure that Company policy and procedures regarding premises access are adhered to.
16. Contribute to the maintenance of the presentation of the Branch and facilities; ensuring all areas are kept clean and tidy and free from hazards. Report any issues to your supervisor.
17. Through participation in training, understand your responsibilities with regard to policies laid down by the following and how they apply to your role including: Dignity's Internal Procedures, our Guiding Principles, the National Association of Funeral Directors (NAFD) Code of Practice and our regulators; the Financial Conduct Authority (FCA) and Competition & Markets authority (CMA).

## Funeral Responsibilities

1. Ensure that all identification and personal effects procedures are duly adhered to and completed.
2. Take personal responsibility for building a relationship of trust and care with the client family. Ensure personal contact is made with the client at the earliest opportunity and ensure you are completely familiar with the arrangements as made by the Funeral Service Arranger. Meet with the client prior to the funeral to discuss and confirm arrangements e.g. flowers, route etc.
3. Oversee the process of conducting final checks and closing the coffin alongside the Funeral Service Arranger and Operatives, ensuring the ID&PE process is followed, all Client requests are in place and that the relevant portions of the Deceased Record Card are completed.
4. Co-ordinate all staff under your direction on the day of the funeral i.e. Funeral Service Operatives, with emphasis on the provision of consistently high quality client service.

## Operational Responsibilities

5. As and when required; to provide a phone answering services out of hours, taking first calls and mobilising ambulance teams to bring deceased into our care.
6. As and when required; to assist with bringing the deceased into our care/hospital/mortuary during office and out of hours by arrangement to company standards and guidelines.
7. As and when required; to assist as requested by your line manager with the operational support of any funerals conducted by the company including bearing or hearse and limousine driving

duties and where necessary and within reason out of hours ancillary activities or weekend funerals.

### General Responsibilities

8. Maintain a suitably professional appearance at all times.
9. Proactively identify local potential for business growth and develop and maintain professional relationships with opinion formers and key stakeholders in the local community.
10. Always behave as an ambassador for the company by establishing and maintaining your own personal reputation within the community.
11. Identify and liaise with appropriate local groups who may benefit from our educational or charitable support programme.
12. Participate in community events as a representative of our brand as required eg; MacMillan Coffee Mornings, Remembrance Day services, Christmas memorial services.
13. Participation in training and updates relevant to your role.
14. Occasional involvement in stock checking, premises health and safety checks, debt collection or other duties as required from time to time suited to your skills, experience and ability.

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## SCOPE OF ROLE

**Reports to:** Business Leader

**Direct reports:** Supervising Funeral Service Operatives on the day of the funeral only  
In larger brands the Funeral Service Arrangers will report to Funeral Directors

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## WOULD SUIT SOMEONE WHO IS:

- Committed to the provision of excellent client service
- Emotionally intelligent; able to flex communication to meet needs of others
- Well organised, with excellent attention to detail
- Supportive to colleagues, able to give clear and confident direction and celebrate successes
- Reliable; both in terms of timekeeping and fulfilling agreements
- Well presented and aims for high standards for themselves and others
- A good communicator, with good standards of literacy and numeracy

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## KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

### Experience

- Administration experience where detail is important
- Customer care, ideally under challenging/emotive circumstances
- Experience in roles where success relies upon proactive communication would be a benefit
- Experience of supervising and motivating others is beneficial

- Some experience of client facing, calm and timely problem solving is an advantage
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**Education/ Qualifications**

- Educated to GCSE or equivalent level
- Current, full, clean driving licence, able to drive both manual and automatic vehicles

**General**

- An enthusiasm towards building relationships in your community and an understanding of local geography are useful in this role
  - Some elements of this role are physically demanding and require lifting and carrying of weights in a safe and controlled manner.
  - Warmth, personal resilience and professionalism are key
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