Working in our funerals team: introduction

Dignity's funerals business began in Glasgow in 1812. Over two centuries later, we're proud to have more than 560 branches across the UK and over 4,000 people committed to building the UK's leading end-of-life business - not just in what we do, but how we do it.

Our work is rooted in three essential goals:

1. Delivering extraordinary service to families
2. Growing a successful and sustainable business
3. Upholding the highest standards in everything we do

Every role in our team contributes to this mission. Whether you're supporting a family for the first time, leading a service, caring for someone behind the scenes, or managing a branch — your work matters.

Job descriptions – what are they for?

In this document are several job descriptions, covering the most common roles in our funerals business. They are not exhaustive, and they might even change over time. They are here for three main reasons:

- To set clear expectations for each role, so everyone knows what's expected and how to succeed.
- To offer a framework for development and progression, whether you're just starting out or stepping into leadership.
- To support performance conversations - helping individuals and managers reflect, grow, and thrive together.

These should be useful, practical tools - not just documents to be filed away. You'll see them used in training, one-to-ones, appraisals, and promotion discussions. They evolve with the business, and your feedback will help keep them relevant.

How we show up

Our shared behaviours shape our culture. They apply to everyone - and how we show up each day matters just as much as what we do. Every person, regardless of seniority, signs up to these behaviours as part of our company.

We keep it simple. We focus on what matters. We don't overcomplicate or add unnecessary steps.

We do the right thing. We act with integrity — even when no one is watching. We do what's right for families and for each other.

We make things better. We're always looking to improve. We listen, reflect, and take action to get better every day.

We show we care. We show kindness in every interaction. We look out for each other and for the people we serve.

We step up. We take ownership and do what needs to be done. We back each other and help out when it matters.

Lastly, I want to thank you for reading these and look forward to working with you all as you build your career here.

Zillah Byng-Thorne

MD Funerals & Group CEO

Funeral Director (FD)

Reports to: Cluster / Business Manager or Senior Funeral Director
Minimum Salary: National rate = £29,638 (14.87 per hour) London rate = £32,169 (16.14 per hour)

Purpose

As a Funeral Director, you are a calm, confident presence at the heart of our funeral care. You'll support families through one of the most emotional experiences of their lives - helping them feel informed, respected and cared for. From the first meeting to the day of the funeral and beyond, you'll guide them through their options with clarity and compassion, supporting aftercare, ashes, memorialisation and funeral plans.

This role calls for expert knowledge of funeral processes, care of deceased, legal and regulatory requirements, and a deep respect for people's cultural and religious beliefs. You'll coordinate teams with care, take accountability for delivering services to the highest standard, and lead by example every day.

Performance Measures (what good looks like)

- Date of death to date of Funeral
- Care of the deceased processes followed e.g. Customer Care Standards and 16 steps.
- Families feel well guided, supported and respected with positive NPS & reviews.
- Services are delivered flawlessly and professionally.
- Growth in funeral plan referrals and awareness
- Community presence supports growth in at-need and pre-need market share.
- Reduction in number of complaints

Skills and Requirements

- Previous experience leading funerals, working with deceased and supporting families.
- In-depth knowledge of funeral processes, legal and regulatory requirements
- Awareness of diverse cultural and religious needs
- Excellent organisation and attention to detail
- Right to work in the UK and full UK driving licence
- Willingness to work flexibly, including weekends and on-call.
- FPC trained
- Resilient, able to deal with complex situations and calm under pressure.
- Commitment to our shared behaviours ("How We Show Up")

What You'll Do

Support Families and Lead Services

- Lead funeral services with professionalism and attention to detail.
- Run pre-funeral briefings to ensure everything is clearly understood and well-coordinated.
- Offer a consultative approach - helping families explore available options and understand what's possible.
- Take accountability for funeral plan awareness and referrals in branch.
- Ensure all team members are Funeral Plan Consultant (FPC) trained.

Deliver Legal, Safe and Compliant Services

- Ensure full compliance with documentation, timelines, and Customer Care Standards

Maintain a Professional and Welcoming Branch

- Help ensure the branch environment is calm, clean and organised.
- Support the team in managing the diary, resources and records.
- Undertaking viewings or arrangements

Work Collaboratively

- Support and mentor all colleagues.
- Collaborate with arrangers, specialists, FDs and care teams.
- Share learning and take part in training and development.
- Act as a liaison with service and client delivery to ensure seamless scheduling and service coordination.
- As required assist in FSO & FSS work

• Handle and record identification, legal paperwork and consent accurately. • Follow company processes and maintain audit readiness	**Engage Locally** • Build relationships with care homes, celebrants and local religious and ethnic groups. • Be a visible and trusted representative of the branch in the community

---

I confirm that I've read and understand the requirements of my role.

Signature: Date: