

DIGNITY PLC

J O B D E S C R I P T I O N

JOB TITLE: Business Leader (Crematorium)

REPORTS TO: Head of Region

JOB GRADE: Specialist

PURPOSE OF ROLE

- Support and guide our customers through the end-of-life journey ensuring excellent service,
- Manage your Crematorium and Team, to exceed customer expectations.
- Grow market share and increase Brand profitability.
- Accountable for the performance of your Crematorium aligned to Dignity's long-term strategy (to be defined).
- Embed and strengthen Dignity's culture within the local community.

PERFORMANCE MEASURES

- Achievement of Crematorium key performance indicators
 - Achievement of Crematorium service level agreements
 - Meeting commercial and budget targets for the Crematorium
 - Creating a positive working environment that enables the company to become an Employer of Choice
 - Increase the local market share of cremations/burials together with profitability
 - Increase the memorial function across the business
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KEY RESPONSIBILITIES

Delivery

- Guide, train, coach, and support staff in the execution of excellent client service
- Motivate colleagues by helping them to succeed
- Lead by example to be a bastion of Dignity values
- Build and execute on a long-term business plan for the crematorium
- Manage the crematorium as efficiently as possible to ensure the lowest cost of operation
- Continuous development of memorial sales from cremations and burials
- Develop off site memorial sale through Dignity Funeral Branches within local cemeteries
- Continuous monitoring of local and wider market competition
- If appropriate, create short- and long-term plan to provide full catering facilities to mourners together with an on-site cafe
- Create an operational model to include weekend and evening services to the public
- Seek out opportunities to increase share of the direct cremation market
- Create a rolling 10-year plan to enhance, develop and maintain all on-site buildings and facilities

- Consider options for alternative use of land as part of a long-term plan
- Collaborate horizontally across the region to share best practice and ensure closer collaboration with Dignity funeral businesses
- Collaborate with other areas of the business to maximise service, productivity, and marketing opportunities
- Support the development of the operational strategy to ensure service continues to meet the needs of the Company
- Review ways of working and ensure continuous improvements are considered and changes implemented
- Execute business performance targets based on the business plan
- Co-ordinate with central roles:
 - **Commercial:** ensure execution of Dignity’s strategic goals (to be defined as part of business plan)
 - **Service Delivery:** to improve efficiency, lower the cost-of-service delivery and provide better service to customers
 - **Finance:** ensure timely payment of invoices and review crematoria performance with finance
 - **Marketing:** ensure intelligent spend and allocation of marketing budget to grow local market share
 - **Property:** optimise your property portfolio, including disposals and capex
 - **Health & safety:** ensure all sites are compliant with current H&S regulations
- Recruit, train, and support development of staff
- Conduct minimum bi-annual performance appraisals
- Create a positive, engaging, and inclusive working environment, resolving conflict efficiently and in line with company processes
- Ensure crematorium is compliant with all health and safety regulations
- Uphold Company standards of excellence and service, guaranteeing consistently quality standards
- Manage a designated budget ensuring that value for money is achieved in all circumstances through monitoring and control of expenditure
- And any other duties as directed

Consistency

- 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

SCOPE OF ROLE

Reports to: Head of Region

Direct reports:

Indirect reports:

WOULD SUIT SOMEONE WHO:

- Is an inspirational leader, ability to engage, develop and lead individuals to deliver results
- Is self aware, trustworthy and conscientious
- Has strong commercial acumen and risk management approach
- Has experience in shaping service to enable short, medium, and long terms business plans to be delivered
- Can influence, build and maintain long term relationships
- Ability to collaborate with other business leads to enhance and develop business needs

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

Experience

- Experience of working collaboratively
- Ability to influence, persuade and negotiate to achieve positive outcomes and manage stakeholders successfully
- Strong commercial understanding and ability to understand how data can inform / aid business decisions
- Excellent leadership and decision-making skills
- Ability to multitask and work under pressure
- Strong analytical and problem-solving skills
- Ability to generate variety of reports and presentations displaying regional performance
- Strong customer service skills around handling disputes and treating customers with care

Education/ Qualifications

- Desirable degree in business administration, management, or similar field or equivalent.

Technical Knowledge

- Knowledge in funeral and or crematorium services
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