



JOB DESCRIPTION

Cluster Manager / Business Leader (Manager)

JOB TITLE:

Head of Region

REPORTS TO:

Specialist

JOB GRADE:

Conduct Rules/Good Repute

FCA STATUS:

PURPOSE OF ROLE:

To oversee and manage the daily operations of the business, ensuring efficiency, profitability, and exceptional service delivery. This role involves driving revenue growth, maintaining operational excellence, and upholding the highest standards of care for clients and the deceased. A key focus is on customer satisfaction, team leadership, community engagement, and strategic marketing



initiatives. By fostering a high-performing team and adhering to industry regulations, the role ensures the long-term success and sustainability of the business.

PERFORMANCE MEASURES:

- Monthly and annual performance objectives set by Head of Regions which will include but not limited to commercial, people and financial targets.
- Market share growth .
- Operating in line with Dignity 's standard operating procedures .
- Culturally aligned behaviors .

KEY FCA RESPONSIBILITIES:

- At point of delivery, ensure conditions of pre-need plans are met .
- Ensure compliance with all operational standards and procedures .
- 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 .



KEY RESPONSIBILITIES:

- **Overseeing Local Business Operations** - Ensure the smooth and efficient running of our local businesses, maintaining high standards in all aspects of daily operations.
- **Driving Revenue Growth** - Develop and implement strategies to maximise revenue through effective arrangements, services, and client engagement.
- **Ensuring Product and Service Accuracy** - Deliver the right products and services tailored to each client's needs, ensuring quality and customer satisfaction.
- **Providing Dignified and Respectful Care for the Deceased** - Maintain the highest level of professionalism and compassion in all aspects of funeral care.
- **Delivering Outstanding Customer Service** - Offer empathetic, responsive, and professional service to families, ensuring a seamless and supportive experience.
- **Running a Profitable Business** - Manage financial performance by optimising resources, services, product, controlling costs, and ensuring the long-term sustainability of the business.
- **Implementing Marketing** - Execute marketing strategies to enhance brand awareness in the community.
- **Engaging with the Local Community** - Build strong relationships within the community through outreach, events, and meaningful interactions.
- **Upholding Operational Excellence and Standards** - Ensure adherence to company policies, industry regulations, and best practices to ensure high operational standards for client and care of the deceased.



- **Leading and Managing Teams Effectively** - Recruit, train, manage, coach, develop colleagues, fostering a motivated and high-performing workforce.

SCOPE OF ROLE

Reports to: Head of Region
Direct reports: Funeral Directors / Service Delivery Leads
Indirect reports: Funeral Service Arrangers / Funeral Service Operatives

WOULD SUIT SOMEONE WHO:

- Is agile, well organised, 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 recognisable 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 to colleagues as we transition to a digital-first approach.
- Enjoys, and is good at, analyzing data and uses data to make sound business decisions.

KNOWLEDGE, SKILL, AND EXPERIENCE REQUIRED:



- 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 programs
- Digital marketing and brand building experience
- Strong analytical and problem-solving skills
- English and Mathematics
- Computer Literacy