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 Service Specialist (FSS) Level 1

Reports to: Cluster / Business Manager or Senior Funeral Director
Minimum Salary: National rate = £25,651 (12.87) London rate = £29,279 (14.69 per hour) (based upon 38.33 hours pw)

Purpose

Being a Funeral Service Specialist means playing a central part in one of life's most significant moments. You're often the first person a grieving family turns to, and your presence can shape how they remember the most difficult of days.

This role calls for empathy, confidence, and attention to detail. It's about guiding people through funeral arrangements with care, introducing them to the support we can offer, and ensuring every detail is right. You will be a steady, professional hand when people need it most.

Performance Measures (what good looks like)

- Families feel supported, informed, and reassured
- Funeral arrangements are accurate and timely
- Customer Care Standards are consistently delivered
- Wider services are introduced confidently and appropriately
- The branch is trusted, professional, and well-run
- Date of Death to Arrangement to Funeral
- Positive NPS & reviews
- Strong community presence and growth in branch.

Skills and Requirements

- Warm, empathetic communication
- Accuracy and confidence with legal paperwork
- Knowledge and awareness of funeral processes including regulatory and culturally
- Basic IT and admin capability
- Right to work in the UK
- Willingness to work flexibly (including weekends/on-call if needed)
- FPC trained
- (Driving licence may be required in some areas)
- Commitment to our shared behaviours ("How We Show Up")
- Resilient, able to deal with complex situations and calm under pressure.

What You'll Do

Supporting Families

- Be the first point of contact — in person, by phone, or email
- Arrange funerals with clarity, compassion, and precision, offering all relevant products.
- Introduce and explain our wider services, including probate, wills, memorials, and funeral plans
- Take accountability for raising awareness of funeral plans and contributing to plan sales in branch
- Refer to colleagues where needed
- Handle legal paperwork and identification accurately

Running the Branch

- Set up viewings and prepare service spaces
- Lead chapel visits, as required
- Support the on-call rota if required
- Care of the deceased in branch

Working With the Team

- Collaborate with Funeral Directors and the local team
- Step in to lead when needed
- Take part in training — for yourself and others
- Collaborate with all other branches, FDs, care teams as required

Community Engagement

- Build relationships with care homes, hospices, GPs, and local groups
- Attend or support community events and memorial services

• Keep the branch open, clean, and welcoming • Manage diaries, payments, and funeral records	• Represent the business with professionalism and warmth

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

Signature: Date: