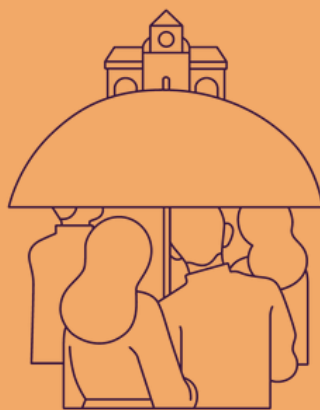


Poppy's

Content and Communities Manager Job Pack



Poppy's Tooting

The Gatehouse, Lambeth Cemetery,
Blackshaw Road, London, SW17 0BY

Poppy's Sheen

202 Upper Richmond Road West,
London, SW14 8AN



Introduction from our CEO

We are a B Corp certified funeral directors, based in London, with a fresh approach to funerals and ambitious growth plans. Instead of following rigid traditions, we listen to what our clients want and need. Instead of hiding behind closed doors, we're open about how we care for the living and the dead. We believe that great care for both the living and the dead can transform a person's experience and by offering meaningful choice and transparency, we support our clients to make the decisions that are right for them. We put people and planet first and have made a commitment to minimising our own environmental impact.

We're looking for someone to plan, execute and measure our content and events strategy to grow the Poppy's brand in support of our ambitious targets in 2025/26 and beyond.



There is huge scope in this role to take Poppy's to the next level with the channels we use and the content we deliver. You will have a 'happy to pitch in' attitude. You will be able to build relationships authentically. You are likely to listen more than you talk. You will be passionate about writing and delivering content with purpose in an honest, open and transparent way, developing the Poppy's tone of voice across all our marketing channels. You don't need any knowledge or experience of the funeral sector, but a keen willingness to learn is crucial.

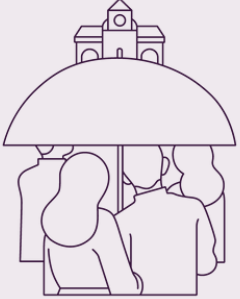
If this sounds like the role for you, we'd love to hear from you.

Clare & the Poppy's team



About Poppy's

At Poppy's we believe that what is viewed as 'normal' when it comes to funerals is anything but normal.



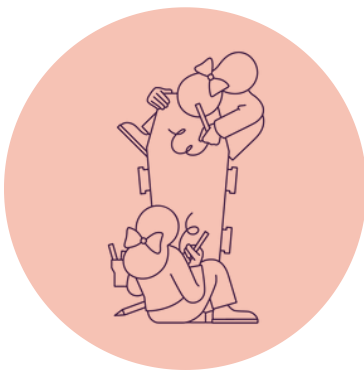
It's stuck in the past, with rigid Victorian practices meaning that many people don't get the funeral they need or want; whilst a 'behind closed doors' approach means poor care for the dead often goes unchecked.

We think there is a better way to do funerals, one that we believe in time will become the 'new normal' in the sector.

This is the Poppy's way: a fresh approach to funerals.

Our Values

OPEN



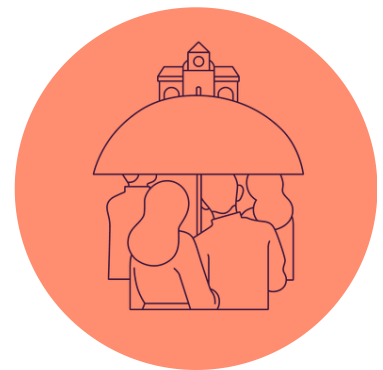
We'll meet whatever is on your mind with enthusiasm

CONFIDENT



We're natural leaders

FLEXIBLE



We'll respond and adapt to your needs

RESPONSIBLE



We're conscious
in our actions
and decisions

HUMAN



We'll support
you and stand
by your side



The Role

Main Purpose & Scope:

- Plan, create, and track content across all channels.
- Manage digital content (e-news, website, social media).
- Plan and deliver external brand events.
- Develop Poppy's voice in line with business goals.

Key Responsibilities:

Content Creation & Management:

- Produce and schedule monthly, weekly, and daily content.
- Develop assets (videos, images, blogs, polls, SEO content).
- Post five planned social media updates weekly and react to news.
- Publish a fortnightly blog and monthly e-newsletter.
- Maintain Poppy's video/photo bank and create ad hoc content.
- Coordinate social video shoots and manage asset delivery.

Reporting & Analysis:

- Track content performance against KPIs.
- Provide insights on website performance and customer journeys.
- Analyse and optimise social media engagement.
- Conduct monthly data reviews with the Head of Marketing.
- Monitor growth across digital channels and PR mentions.

Event Management:

- Plan, promote, and deliver external events (on-site or online).
- Manage logistics, RSVPs, and promotional assets.

Marketing & PR Support:

- Manage local social media to grow reach and recommendations.
- Respond to and provide internal support for media and PR requests.

General Responsibilities:

- Champion Poppy's values, strategy, and B Corp mission.
- Take responsibility for self-care and engage with the company resources available to support you.

Who Are You?

Essential:

- Minimum 3 years' experience in brand content creation or self-publishing.
- Skilled writer, able to handle sensitive topics around death with clarity and empathy.
- Able to adapt Poppy's tone of voice for different audiences (clients, businesses, media).
- Social media practitioner with experience creating, scheduling, and measuring content across Facebook, Instagram, YouTube, and LinkedIn.
- Proficient in website CMS (Craft preferred), SEO optimization, and performance reporting.
- Experience managing a non-proprietary CRM system and working with Mailchimp.
- Strong research and interview skills.
- Ability to plan and execute a content calendar efficiently.
- Event planning skills, including invite design (Canva), RSVP systems (CRM), and on-ground/digital delivery.
- Team player with strong relationship-building skills for client interviews, internal storytelling, and partnerships.
- Highly organised, detail-oriented, and able to deliver content plans and campaigns.
- Quick learner, adaptable and able to juggle multiple tasks in a time-sensitive, part-time role.
- Resilient and calm under pressure, with a positive approach.
- Proficient in Microsoft Office (Excel, Word, Teams) and willing to learn internal tools.

Desirable:

- Experience with Google Analytics, Hotjar, and SEMrush.
- Basic photography, design, and video editing skills for social media.
- Background in external PR and media (brand-side).

What We Can Offer You

- Salary: £39,000 pro rata per annum (£23,400 for 3 days)
- Hours: 3 days per week, day and hours negotiable.
- Location: Hybrid - Tooting SW17 / Home (ideally one day a week in the office but we are open to flexibility once you have become established with the team and the business).
- Reporting: You'll report to the Head of Marketing.
- Holidays: 25 days pro rata (plus Bank Holidays) rising with longer service to 30 days.
- Additional day off for your birthday.

Benefits:

- Employee share scheme, giving you a share of ownership in the company
- Medicash health plan, giving GP access and discounts on prescriptions, dentistry, optometry, complimentary therapies
- Employers pension contributions of 3%
- Enhanced family leave
- Free annual eye test
- Retail and gym discounts
- Paid volunteering time
- Interest free travel card loans
- Cycle to work scheme
- Access to Employee Assistance Programme giving 24/7 counselling access plus a wide range of lifestyle support
- Regular reflection and support sessions offered to our whole team alongside an active culture of peer support, autonomous working, and constructive feedback.

Justice, Equity, Diversity, and Inclusion

We are committed to equality of opportunity for all employees of any age, disability, sex, gender identity, gender reassignment, sexual orientation, pregnancy and maternity status, race, religion or belief, and marriage or civil partnership status. We particularly encourage applications from people underrepresented in the funeral sector. We are fully committed to running a recruitment process which underlines our commitment to inclusion, diversity and racial justice.

What that means for our recruitment process:

- A broad search, reaching out through as many different channels as we can.
- An anonymous equality, diversity and inclusion monitoring form, which we use to monitor our progress in attracting and appointing candidates from underrepresented communities.
- A selection process based on values and competencies, not exclusively on experience.

We want to support those with additional needs and are fully committed to make any reasonable adjustments so that everyone can apply for this role. Please let us know if you need additional support as part of this recruitment process by calling 0203 589 4726 or emailing team@poppysfunerals.co.uk .



Application Process

If this sounds like you, please send your CV and a covering letter (maximum of 2 pages) to team@poppysfunerals.co.uk outlining your experience and how you would approach the role.

We are open to informal conversations with interested candidates. Please email us on team@poppysfunerals.co.uk to arrange this.

The closing date for applications is 9am, Friday 21st February.

Interview process

First round interviews will be held online during the week of the 3rd March. The second round will be held the following week and will involve a chance to meet the wider team, see our spaces, and discuss the role further.

We're looking forward to have the successful candidate join us soon after.

Diversity monitoring

We're also asking everyone applying for this role to let us know how they identify so we can monitor our progress in attracting and appointing candidates from underrepresented communities. This very short form is anonymous and your responses cannot be linked to you. Any responses you give will not be passed on to the recruitment panel. There's no obligation to do this but we'd be really grateful if you'd consider filling this out:

<https://forms.office.com/e/egzEvn66NU>