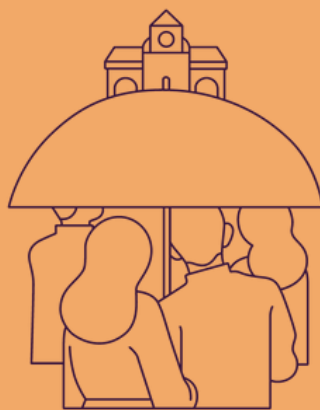


Poppy's

Relationship 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

Poppy's is 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. We believe great care for both the living and the dead can transform a person's experience: we support our clients to make the decisions that are right for them. We currently support 400 clients a year: 1% of the market in London.

To reach our ambition of serving 5% of the London funeral market over the next four years, we are seeking a Relationship Manager to join our team and drive business across south-west London.



This role requires a commercial mind and ambition for growth. We are looking for a self-starter with great people skills who can quickly build strong and meaningful relationships with our future client base and those who influence them.

Previous experience of the funeral sector is not necessary; rather, we are looking for the right blend of skills and approach that can bring energy and dynamism to this role.

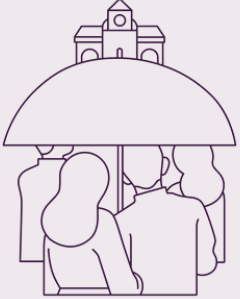
If this sounds like the sort of purpose-lead work within a growing team that would stimulate you, we'd love to hear from you.

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.



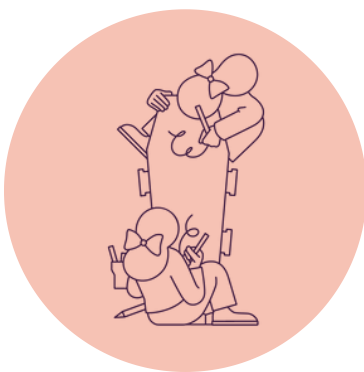
It's stuck in the past, with rigid Victorian practices meaning that many people don't get the funeral they need or want; whilst a 'behind closed doors' approach means poor care for the dead often goes unchecked.

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



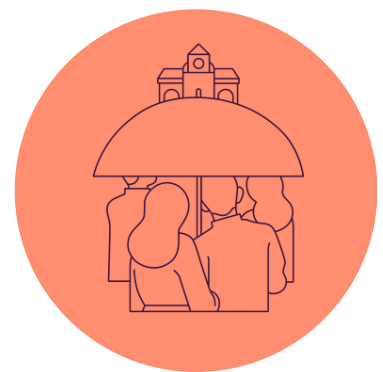
We'll meet whatever is on your mind with enthusiasm

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 - Key Duties

- Make a demonstrable and measurable contribution to creating new funeral sales in the short and long term.
- Work collaboratively with our Head of Marketing to drive a healthy pipeline of client leads through direct relationships.
- Utilise our marketing CRM and funeral management systems to effectively track, measure and evaluate our relationship marketing work.
- Research, build and grow meaningful relationships with our future client base and those who influence them: including local community and interest groups, professional organisations and individuals.
- Maintain and develop existing relationships.
- Effectively use our assets, products and services to support lead generation, and work to identify new offerings to unlock meaningful relationships and drive sales.
- Help us drive overall brand awareness of Poppy's within our local community and amongst relevant groups across London.
- Support the opening of new locations for Poppy's with targeted local relationship marketing activities.
- Become an authoritative expert on good death care and the Poppy's approach.

General Responsibilities:

- To ensure Poppy's values and culture run through the core of all we do, role modelling the promotion and embodiment of our values within the team;
- To engage in Poppy's strategy and implementation in line with our values, goals, and mission;
- To take responsibility for your own self-care and to engage with the company's resources available to support you;
- To embrace our position as a B Corp, championing and taking responsibility for our environmental and social goals.

Who Are You?

We are looking for someone who is/has:

- Tenacious, driven and ambitious.
- Independent, proactive and self motivated.
- The confidence/ability to identify and convert new sources of local business.
- An excellent communicator, storyteller and presenter: you will be the compelling face of the brand and business.
- Skilled at building meaningful and persuasive personal and organisational relationships.
- Able to work collaboratively and effectively with the wider Poppy's team.
- Excellent organisation skills and strong attention to detail.
- Strong written and spoken English skills; capable with MS Office, Teams, CRM systems (we use Hubspot), and social media platforms.

You are commercially minded and ambitious about driving the growth of a business that is rapidly scaling.

You have great people skills and can quickly build strong relationships, making the case persuasively for the value Poppy's can bring.

You are looking for meaningful work in a business that has strong values at the heart of its work. You are unlikely to have worked in the funeral sector before.

You are independent, entrepreneurial and organised, and confident representing the organisation.

Crucially, we expect everyone on the team to be able and willing to develop a sound understanding of the gentle, thoughtful, natural way we care for the dead people in our mortuary. We have no expectations of prior experience of this work.

What We Can Offer You

- Salary: £40,000 basic per annum (plus £5,000 bonus on agreed metrics, with more for an outstanding candidate).
- Hours: 5 days per week, 9am to 5pm.
- Team: You'll work autonomously in a busy, thriving team.
- Reporting: You'll report to the Head of Marketing.
- Holidays: 33 days (including Bank Holidays).
- Location: Tooting, Sheen and further south-west London locations as they open. There will also be flexibility to work from home.
- You will also be expected to spend at least one day per month supporting funerals directly to ensure you stay connected with our core work.

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 Sunday 9th February.

Interview process

First round interviews will be held online during the week of the 17th February. The second round will be held the following week at our Tooting office, and will involve a chance to meet the wider team, see our space, and discuss the role further.

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>