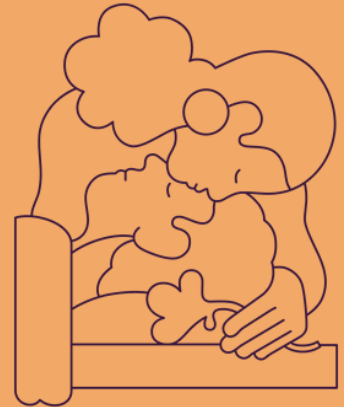
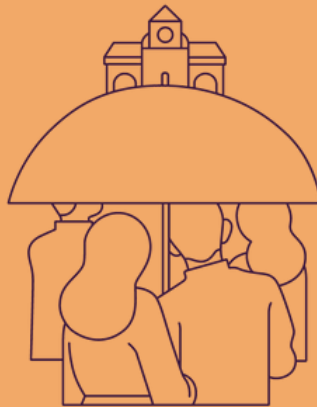


Poppy's

Area 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 funeral directors, based in London, with a fresh approach to funerals. At Poppy's, we distinguish ourselves by the quality of service we provide to 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 are looking for a brilliant Area Manager to lead and support our team of funeral directors to deliver excellent client service as we grow across south-west London. You will be responsible for the successful opening of new stores, ensuring spaces and teams deliver the best of Poppy's to new communities. You will rely on store insights, client interactions and data sets, to champion better ways of working.



You don't need to come from a funeral background to do this role well. What's more important is that you're someone who is a fantastic people person, client-centred, with an eye for detail and quality. You'll be supported by an outstanding team who all care deeply about doing a good job for the people we work with.

If this sounds like a good fit, 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.

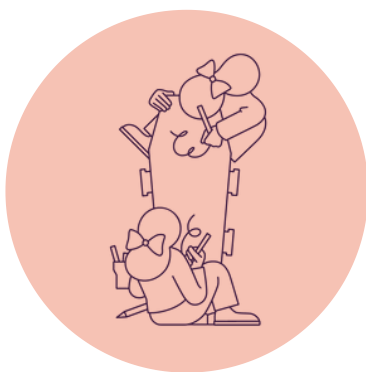
It's stuck in the past, with rigid Victorian practices meaning that many people don't get the funeral they need or want; whilst a 'behind closed doors' approach means poor care for the dead often goes unchecked.

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

Overview:

- Ensure the Poppy's team deliver outstanding client service across SW London.
- Hold responsibility for our estate of shops in SW London, ensuring they embody the Poppy's values.

People:

- Line manage, support, mentor and coach our funeral director team, to deliver their best work.
- Act as a point of escalation for client issues, mentoring the team towards resolution and stepping in where necessary.
- Oversee caseload allocation between funeral directors across our shops, ensuring a balanced workload.
- Recruit and train new funeral directors to embody Poppy's values and deliver first class support to our clients.
- Recruit and train our remote team of Funeral Directors on the Day (FDOD), providing a high quality flexible resource we can draw on to support our business needs.
- Provide pastoral support for the FDOD group, including regular check ins and updates.
- Manage our portfolio of celebrants and ceremony leaders, seeking to ensure this group reflects our community, and works to the standards we expect for clients.

Profitability:

- Be responsible for the operations of our store network, ensuring they meet targets set for funeral volumes, income, and operating costs.
- Provide commercial reporting for store teams, delivering insightful analysis on performance, combining data-driven decisions with your intuition to drive results.
- Work with the marketing team to identify and deliver initiatives to drive client leads to our shop network.
- Support the Client and Operations Director to identify meaningful products and services to enhance client experience and drive profitability.

Process:

- Support the Client and Operations Director to develop and implement efficient processes to deliver our funeral services brilliantly.
- Manage the delivery of our Futures business pathway (Funeral Plans and My Funeral Wishes consultations) through the network of shops and team on the ground.

Places:

- Oversee the beautiful presentation of our stores.
- Oversee upkeep and maintenance of stores, supported by the Poppy's team.
- Ensure stores are staffed at all times, co-ordinating team holidays and absences, and providing cover personally where necessary.
- Support the Chief Operating Officer to identify and secure new properties.
- Support the Chief Operating Officer with the fit out of new shops (three in four years), working with contractors and suppliers to bring the Poppy's look and feel to life.

General:

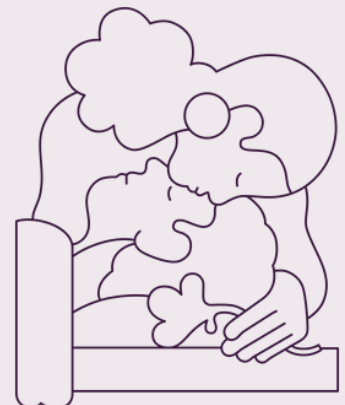
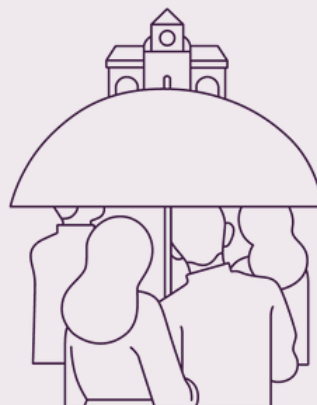
- Ensure Poppy's values and culture run through the core of all we do, and act as a brand ambassador, role modelling the promotion and embodiment of our values within the team
- Take responsibility for your own self-care and engage with the company's resources available to support you (e.g. line management, reflection and support sessions, EAP)
- Embrace our position as a B Corp, championing and taking responsibility for our environmental and social goals.



About you:

You are a capable people-person, skilled at motivating and rallying a team towards a shared goal. You likely have a background in retail or sales, working across multiple locations with a geographically spread team. You are as confident around data as you are around people. You also have an eye for quality and could apply that to our physical spaces as well as our processes.

You do not need experience of the funeral sector but will be open to learning about how we care for the dead in our beautiful mortuary space.



What We Can Offer You

- Salary: £45,000 per annum
- Hours: Monday to Friday, 9-5pm
- Location: Based across all Poppy's client-facing locations (currently Sheen & Tooting plus 3 future SW London locations).
- Reporting: Client and Operations Director
- Managing: Funeral Director team (6, growing to 10 over next 4 years)
- Holidays: 25 days (plus Bank Holidays) rising with longer service to 30 days
- Additional day off for your birthday.

Benefits:

- Employee share scheme, giving you the option of an ownership share in the company
- Mediacash 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
- Regular team socials



Justice, Equity, Diversity, and Inclusion

We are passionate about creating a work environment that truly reflects the diversity and difference in lived experiences. We encourage applications from people underrepresented in the funeral sector, such as people of colour, those with disabilities and people of all gender identities. 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 020 3589 4726 or emailing team@poppysfunerals.co.uk.



Application Process

Please email your CV and covering letter to team@poppysfunerals.co.uk.

In your covering letter please tell us:

- What draws you to the work that Poppy's does and what part of this role speaks most to you personally?
- Which of your experiences to date do you think has the most relevance to this role?
- And specifically, how have you delivered improvements in systems leading to better working practices and better service for clients?

We know that AI tools can be useful when writing job applications. Please feel free to use them to organise your thoughts but remember that we're looking to get a real sense of who you are, what you care about, and how you'd bring that to Poppy's, not a version of you that's been through AI!

Applications close on Thursday 6th November 2025.

Successful candidates will be invited to an online first-round interview during the week commencing 17th November 2025 with second round interviews in person at our Tooting base during the week of 24th November.

As part of your application process, we also ask that you complete an anonymous [diversity and inclusion survey](#) via this link.

The information contained in the questionnaire is confidential and will be used for monitoring purposes only. It won't be seen by anyone involved in the selection process and will enable us to monitor how we are doing against our diversity and inclusion commitments.

If you have any questions, or wish to arrange a chat with us before applying, please email team@poppysfunerals.co.uk

Poppy's

