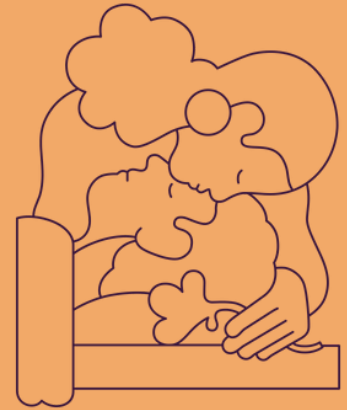


Poppy's

Client and Operations Director 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 want more clients across London to experience Poppy's outstanding service, and we have ambitious growth plans for the next five years and beyond. We are looking for a dynamic Client and Operations Director to play a critical part in that growth.



As Client and Operations Director, you will lead the team delivering our service as we expand into new shops and locations across South West London, efficiently evolving our ways of working as we go.

You'll be joining, and leading, a brilliant team who all care deeply about doing an excellent job for the clients 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.

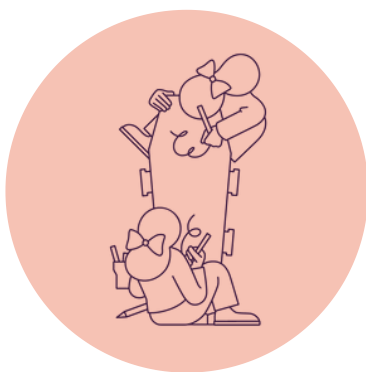
It's stuck in the past, with rigid Victorian practices meaning that many people don't get the funeral they need or want; whilst a 'behind closed doors' approach means poor care for the dead often goes unchecked.

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:

- Lead operational delivery of our service, delivering best in class every time.
- Co-design and deliver outstanding, meaningful, new services and products for our clients.
- Deliver and improve efficiency in the use of resources across the Poppy's network.
- Lead, develop, inspire and coach our team to reach their full potential.
- Drive profitability across all aspects of Poppy's business.

Operations:

- Drive efficiency in our operating systems as we grow across multiple locations.
- Ensure efficient use of resources – our people, vehicles and physical spaces.
- Drive the use of technology to enhance client experience and improve efficiency. Work with the COO to develop our offering for our clients, team, business and the planet.
- Support the Senior CSA to achieve efficient scheduling of funerals.
- Own and develop our Practical Handbook, which codifies our best-in-class ways of working. Manage and develop our network of suppliers in line with our B Corp-aligned Supplier Code of Conduct.
- Oversee and report on our compliance with relevant rules, regulations and health & safety protocols.
- Work with the COO to drive and ensure company-wide adoption of all relevant systems including our new Firehawk funeral management platform.
- Ensure B Corp values guide your thinking and actions as we commit to looking after people and the planet as well as profit.

Strategic:

- Develop and hone detailed quantitative and qualitative knowledge of our service to feed into company strategy and decision making.
- Analyse financial, operational and sales conversion data to improve performance, profit and client experience.

Finance:

- Implement product and service pricing strategies for greater profitability.
- Find opportunities for efficiencies and avenues for greater profit margin.
- Oversee and monitor the P&L of the mortuary operations.

People:

- Line manage Area Manager (who leads funeral directors & shops). Mortuary Manager(s) (currently Tooting plus future locations), and Senior CSA (onboarding new clients).
- Support direct reports to recruit, induct and train new team members.
- Develop training to drive the quality and efficiency of our service.

Marketing:

- Be accountable for and support the Senior CSA to drive the conversion of client leads generated by our marketing activities.
- Work with the marketing team to identify and deliver operational support required for marketing initiatives.
- Oversee the delivery of stakeholder mortuary training and facilitate the use of our spaces as marketing tools.

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:

Your background is likely leading operations in a client-focussed business, across multiple locations. You think long term whilst dealing with the issues in front of you. You are a champion systems-thinker, conceiving of the business as a whole. You are driven by identifying and delivering better ways of working for team and clients.

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: £50,000 per annum
- Hours: Monday to Friday, 9-5pm
- Location: Poppy's office in Tooting, with time spent at all Poppy's locations
- Reporting to: Chief Operation Officer
- Managing: Area Manager; Mortuary Manager; Senior Client Support Advisor (CSA)
- 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
- Medish 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

