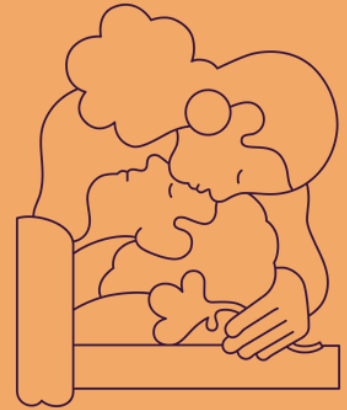


Poppy's

Funeral Director On the Day 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 people we can call on to lead funerals with care and confidence, helping us offer the same thoughtful, high-quality service to more families as we continue to grow in 2025/26 and beyond.



At Poppy's, we're thoughtful, down-to-earth, and serious about giving people the care and choice they deserve.

Our On the Day Funeral Directors are a really important part of that. You'll be stepping in at a crucial moment to help things run smoothly, support the family, and make sure everything feels right on the day.

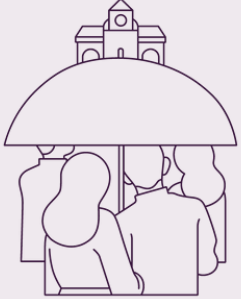
You don't need to come from a funeral background to do this role well. What's more important is that you're someone who listens, pays attention to the details, and can lead with confidence. You'll be supported by a brilliant team who all care deeply about doing a good job for the people we work with. If this sounds like a good fit, we'd really 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.



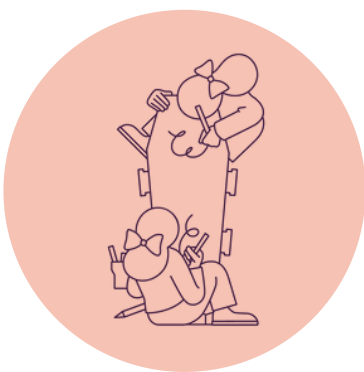
It's stuck in the past, with rigid Victorian practices meaning that many people don't get the funeral they need or want; whilst a 'behind closed doors' approach means poor care for the dead often goes unchecked.

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



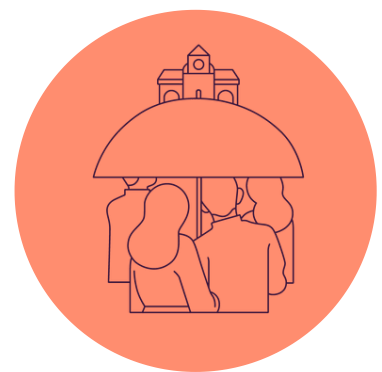
We'll meet
whatever is on
your mind with
enthusiasm

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

At Poppy's we are on a mission to give people the funeral they want, need and can feel proud of. We prioritise choice, flexibility and access to information, ensuring our clients are empowered to make the decisions that are right for them. We believe a meaningful funeral can be immensely powerful and we'll do everything we can to make this happen.

We have recognised our need to have some people we can call on as brilliant Funeral Directors who will lead the funeral on the day. The 'on the day' Funeral Directors will be the faces and voices of Poppy's for the families and friends of the people whose funerals they will lead, so we want them to be confident in embodying our values and supporting our clients to have meaningful funerals in whatever form they take.

This is not a full-time role, it is a freelance position.

Many of our current On the Day Funeral Directors fit this around other freelance work, and work on average 4 funerals pcm.

Shifts offered usually take place on Monday - Friday daytimes.

Main Purpose & Scope:

- To confidently lead funerals on the day, delivering a meaningful funeral and leading a team
- To liaise with a Funeral Director or a Client Support Advisor before the funeral, ensuring you are fully briefed, and the funeral runs smoothly
- To liaise with the family to ensure the process feels seamless to them and they are utterly confident that the day will unfold as they expect
- To ensure the Funeral Director or Client Support Advisor receive a full report on how the day went so they can check in with the client afterwards
- To maintain and develop Poppy's impressive reputation with clients, stakeholders and the public

Key Responsibilities:

- Reading the report about the funeral sent by the Client Support Advisor /Funeral Director
- Using the briefing phone call/Zoom meeting with the Client Support Advisor /Funeral Director to fully understand everything that will be needed on the day. We will share appropriate notes about the running order of the day, addresses, necessary contact details, restrictions in place at the specific location, any further details etc
- Calling the client either the day before the funeral or at a mutually beneficial time. The call will be to introduce yourself, run through the details of the funeral and see if they have any questions
- Delivering a meaningful funeral and leading the team, and family/client on the day. This will involve checking out the person who has died, overseeing them being placed in the vehicle, briefing the team about the day, briefing bearers, leading the team during the funeral and making sure the family know Poppy's will be back in touch in the next couple of days after the service
- Following up with the lead funeral director, the day after or next working day over the phone
- Adhere to Poppy's GDPR and data protection policies regarding the clients we support and people in our care



This role needs someone who is great at:

- delivering smooth-running events, whether simple or complex
- delivering excellent, personal client service and exceeding expectations
- quickly building personal relationships with clients
- listening and empathising, having a confident and mature approach
- leading a team with confidence and clarity
- supporting colleagues and working cooperatively as a team
- communicating clearly and confidently
- prioritising work, managing time and multi-tasking
- being organised, with great attention to detail
- learning quickly — this is a fast-paced environment, and you will have a short time to grasp everything you need to know about the day
- staying positive, grounded, calm and unflappable under pressure

What We Can Offer You

- Pay: £125 per funeral.
Where a funeral takes longer than 3 hours from leaving Poppy's, Tooting, we will pay £25 per additional hour.



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 0203 589 4726 or emailing team@poppysfunerals.co.uk .



Application Process

Please complete the following three things:

1) Complete an online application form which you can access through [this link](#), or by scanning this QR code:



2) Please email your CV to team@poppysfunerals.co.uk.

Please note, we cannot consider applications that do not include a CV.

3) We also ask that you complete an anonymous [diversity and inclusion survey](#).

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, please email team@poppysfunerals.co.uk

Applications close on Sunday 22nd June.

We're excited to find the right person for this role and may close the application process early if we meet an outstanding candidate.

Successful candidates will be invited to an interview during the week commencing 30th June.