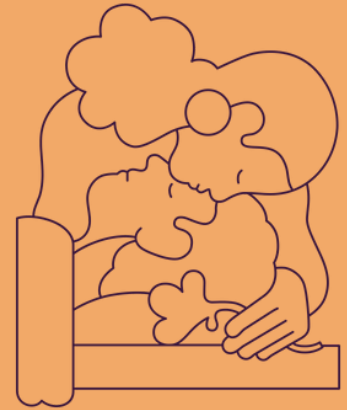


# Poppy's

## Funeral 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. 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 join our brilliant team as a Funeral Director, supporting our clients across Greater London and beyond to have meaningful funerals. This role will be based in our new Wimbledon shop, bringing Poppy's outstanding service to the Wimbledon community. We are looking for someone with energy, a passion for people, and a real focus on quality to ensure everyone who steps into our store has a first class experience.



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's organised, emotionally intelligent and confident, taking pride in supporting people at a really difficult time in their lives. 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 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.

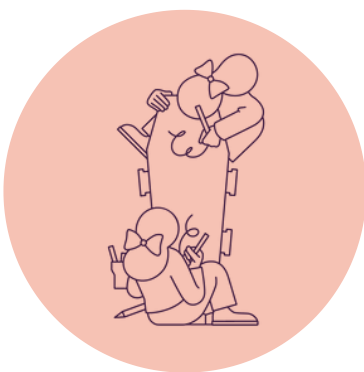
It's stuck in the past, with rigid Victorian practices meaning that many people don't get the funeral they need or want; whilst a 'behind closed doors' approach means poor care for the dead often goes unchecked.

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



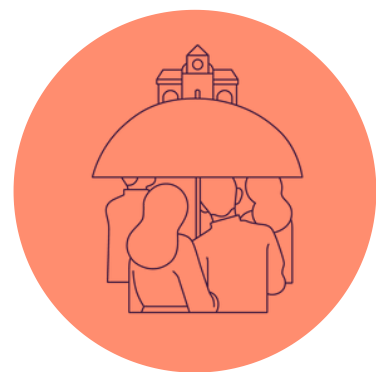
We'll meet  
whatever is on  
your mind with  
enthusiasm

### 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:

- To be the first point of contact for clients based in and around our branch in Wimbledon.
- To drive funeral sales with local clients through community engagement and responding to in-store enquiries.
- To arrange and coordinate immaculately organised and inspiring funerals across Greater London and beyond.
- To manage our store environment, creating a welcoming connection to the local community.

## Key Responsibilities:

- Empowering clients to make informed personal choices about the things that really matter.
- Coordinating all the important details (paperwork, orders of service, coffin, hearse etc).
- Liaising with external suppliers such as crematoria, churches, florists, coffin suppliers etc.
- Ensuring that the care of the people in our mortuary is exemplary, working collaboratively with our mortuary team.
- Ensuring excellent communication with clients and colleagues at every stage to achieve the best outcomes for our clients and each other.
- Working flexibly when necessary, getting involved with strategic and ad hoc projects as and when they come up.
- On some of the funerals you will arrange, you will also lead on the day. This includes, leading the practical support team and showing authority when dealing with staff from external suppliers, venues, ministers, and celebrants.
- Ensuring our Wimbledon shop is always a welcoming environment that physically represents the Poppy's values as well as being a safe place to work.
- Engaging with the local community, by attending at local events.
- Meeting company performance targets and providing regular progress reports to the Area Manager and Client and Operations Director.
- Promoting and embodying our values to the public and within the sector.
- Sharing 'on call' responsibilities with the rest of the team (usually one week in eight, on call from 5pm-8pm and Saturday / Sunday 8am – 8pm).

### 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, Employee Assistance Programme).
- Embrace our position as a B Corp, championing and taking responsibility for our environmental and social goals.

## Personal Specification:

### You will have:

- Experience of delivering smooth-running events, whether simple or complex.
- Proven commitment to delivering excellent, personal client service and exceeding expectations.
- Confidence in building personal relationships with clients, colleagues and partners, within and beyond the sector.
- Excellent listening and empathy skills, having a confident and mature approach.
- The ability to support colleagues and work cooperatively as a team.
- Clear and confident communication skills.
- The ability to prioritise work, manage time and multitask.
- Strong organisation skills, with great attention to detail.
- The aptitude to be a quick and nimble learner - this is a fast-paced environment.
- Pride in your working environment, creating a space welcoming for others.
- The ability to stay positive, grounded, calm and unflappable under pressure.

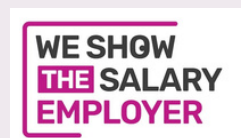


# What We Can Offer You

- Salary: £35,428 per annum
- Hours: Monday to Friday, 9-5pm (with the potential of some Saturdays)  
This is a full time role as we need to provide cover through the week for our clients. However, we are open to flexibility in the form of a job share for exceptional candidates. Please indicate this on your application if you are interested, and whether you have a job share partner who is also applying.
- Location: Wimbledon SW19  
During your onboarding period, for the first three months you will spend 70% of your time at Tooting SW17, 30% at Wimbledon.
- Reporting to: Area Manager
- 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 share of ownership 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



# 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](mailto:team@poppysfunerals.co.uk).



# Application Process

Please email your CV and covering letter to [team@poppysfunerals.co.uk](mailto: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?

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 6<sup>th</sup> November 2025.

Successful candidates will be invited to an online interview during the week commencing 17th November 2025 with second round interview at our Tooting base week commencing 1<sup>st</sup> December.

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](mailto:team@poppysfunerals.co.uk)

Poppy's

