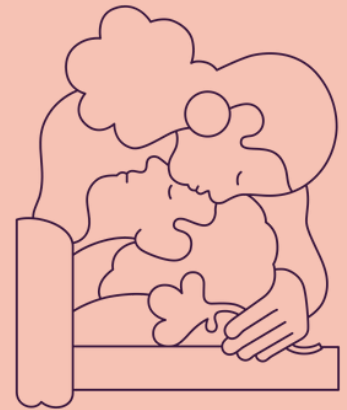
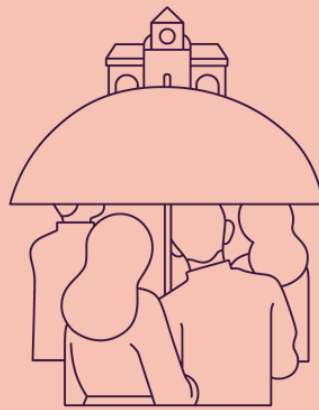
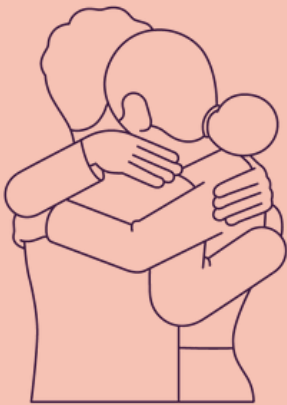


# Head Of Marketing

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AUGUST 2022



Prepared by  
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CEO  
Poppy's

Poppy's

The Gatehouse, Lambeth  
Cemetery, Blackshaw Rd  
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# Poppy's

# Introduction from Poppy & Clare



Poppy's is a purpose-led, ambitious company on a mission to transform death care for the better. We know funerals can be life and grief-changing experiences so we guide and support people to have the funeral they want - whatever that means to them.

Poppy's is on the cusp of transformational growth - we're spending the next three years dramatically increasing the number of people we reach and serve. And in line with our purpose and values, we're proud to be on the way to receiving our B Corp accreditation.



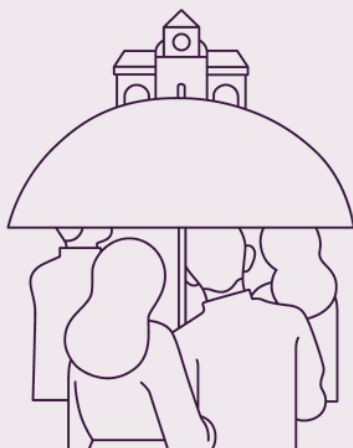
We are looking for a super experienced, commercial, ambitious Head of Marketing to develop and implement a robust acquisition and brand marketing plan. This is initially a very hands-on role, but we are looking for someone who can grow quickly with us.



We can offer excellent promotion prospects as well as the autonomy to forge your own team. Our Head of Marketing will collaborate with our senior leadership (CEO & Founder) to shape the future of Poppy's marketing and business.

Poppy, Clare & the Poppy's team





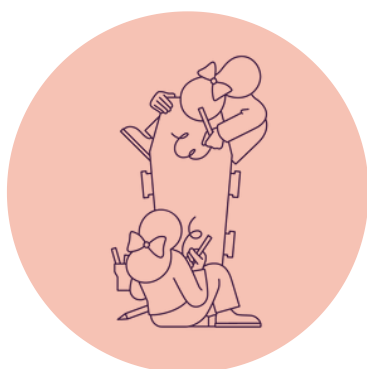
## Our Vision & Mission

Our vision is a world where client-centred, transparent, and conscious death care is expected, normal, and accessible to all.

- Support people across Greater London by providing unrivalled choice and flexibility to achieve the most client-centred funerals.
- Empower and support the public with accessible, inspirational, comprehensive information on what's possible when someone dies.

## 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 AND SCOPE OF THE ROLE

- Responsibility for developing and executing all the marketing touch points for the business including acquisition (PPC, SEO, Referral and potentially display and paid social in the future) as well as brand (email, PR, organic social, ATL, events and more).
- Be a brand guardian. Work closely with the Founder and CEO to ensure a consistent brand identity across all platforms and customer touch points.
- Have ultimate responsibility for the day-to-day marketing content posts across all channels – social, web, email etc. Working closely with our content lead to ensure delivery of outstanding content.



# Who Are You?

- You are a super experienced and commercial Head of Marketing, Growth or Communications with an agency background and/or have been instrumental in scaling up a small/medium sized business. We're looking for someone with broad marketing experience in brand, acquisition or performance marketing ideally with hands-on experience across different types of marketing roles.
- You can demonstrate your ability to conceptualise, plan, and execute marketing resulting in business growth.
- You are smart, engaging and authoritative based on a deep understanding of marketing across all channels.
- You have faced the challenge of how to communicate and sell in a super challenging environment.
- You are excited about the great communications challenge we face.
- You likely have a commercial background. You may be a very commercial person from the voluntary sector.
- You have excellent leadership, people-management, communication and decision making skills
- You have experience with third party vendor management and partnership management including establishing and managing agency contracts and relationships.
- You have a self-starting personality with plenty of drive

We'll also need you to be:

- Enthusiastic about and aligned with Poppy's values

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.

The nature of our work means that we require everyone who joins us to have received both Covid-19 vaccinations, and their booster.

# What We Can Offer You

From the start, you will be part of a warm, autonomous, impressive team, passionate about their work.

## SALARY & PENSION

We are offering a salary of between £50,000 - £70,000 FTE depending on experience. On pension, we pay 3%.

## HOLIDAY

You'll get 25 days annual leave plus 8 bank holidays, plus the opportunity to buy up to an additional 10 days leave in one year.

You'll also get your birthday off for free, or a day off around your birthday if it's a weekend.

## LOCATION & HOURS

We're a team of 14, some working remotely or in a hybrid pattern and some on site at our Tooting HQ. We would envisage this role to be working in a hybrid pattern, but we're open to discussing what works for you.

## OTHER BENEFITS

Additional maternity, paternity and adoption pay if you are taking time off to parent.

As part of our commitment to the environment, we offer discounts on bikes and bike accessories via the cycle to work scheme.



# Inclusion, Diversity & Racial Justice

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.
- Blind sifting that eliminates any information about sex, gender identity, age, ethnicity, sexual orientation, disability or any other protected characteristic.
- 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 disabled people 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.



# Application Process

Apply by sending us a CV & covering statement (no more than two pages) telling us why you should be our next Head of Marketing by Friday 23rd September to [team@poppysfunerals.co.uk](mailto:team@poppysfunerals.co.uk).

The shortlisted candidates will be invited to interview w/c 3rd October.

We would really appreciate your helping us recruit a more diverse team by downloading and completing our [diversity monitoring form](#). The information you provide is anonymous and won't be shared with the recruitment panel. Do let us know if you have any access or other requirements that might affect your application.