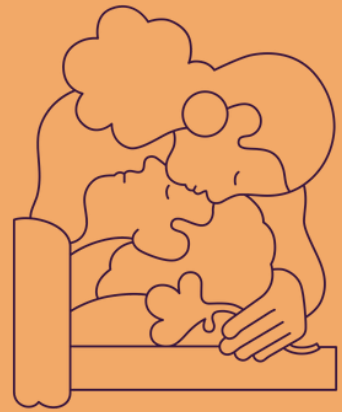
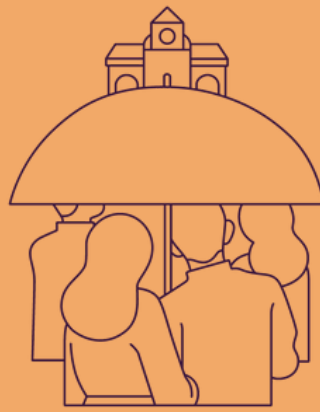


Poppy's

Head of Marketing Job Pack



Poppy's Tooting

The Gatehouse, Lambeth Cemetery,
Blackshaw Rd, London, SW17 0BY

Poppy's Sheen

202 Upper Richmond Road
West, London, SW14 8AN



Introduction from our CEO

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

Poppy's is growing fast: we nearly doubled our business in the last two years and we're now opening new sites across Greater London with our first high street shop in Sheen, south west London.

We are looking for an ambitious, commercial and experienced marketing professional to help us grow into a scalable and more profitable business.



This is initially a very hands-on role implementing an existing marketing strategy but is ideal for a natural strategic thinker who is looking for a role where they can learn, grow, and step up into a leadership role that goes beyond marketing.

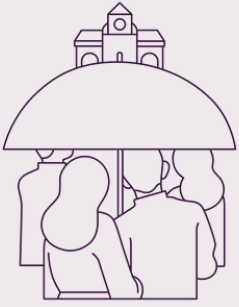
You will be working in a small team with a high impact. As our Head of Marketing, you will work directly with our CEO, COO and Founder to drive our growth in new areas and help shape key business decisions.

If disrupting a sector and driving significant growth in a purpose-led business sounds an exciting challenge, get in touch.

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.

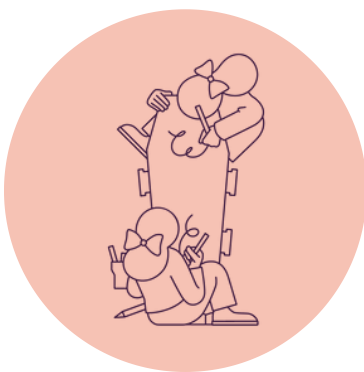
It's stuck in the past, with rigid Victorian practices meaning that many people don't get the funeral they need or want; whilst a 'behind closed doors' approach means poor care for the dead often goes unchecked.

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



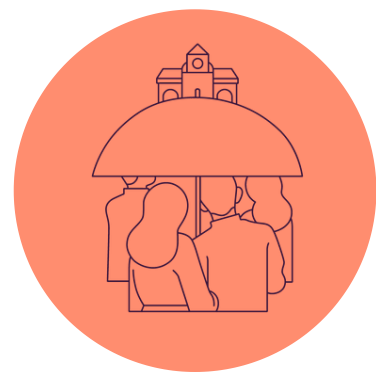
We'll meet
whatever is on
your mind with
enthusiasm

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

- Ownership of our yearly marketing plan, KPIs and marketing budget, ensuring we stay on budget and on track in delivering critical funeral leads (people coming to Poppy's for a funeral), reporting on marketing performance on a regular basis.
- Managing and optimising all our marketing activity and channels which currently include advertising (OOH and press), search (PPC and SEO), social media, website and e-CRM activity using HubSpot. This includes management of our partner agencies and supplier relationships.
- Brand guardianship. Ensuring we stay true to our brand strategy and guidelines in how we look, feel, and talk across all our touchpoints and communications, from our vehicles to advertising, uniforms to printed materials.
- Managing all our brand assets and content including videos, photography, printed materials, and advertising creative.
- Working closely with our Founder and CEO on how we manage inbound enquiries from the media and managing our 'case studies', former clients who have agreed to feature in any media work.
- Strategic oversight of our calendar of events including our twice-yearly open days at our Tooting HQ, ensuring we are using our time wisely in service of our business and marketing objectives.
- Strategic oversight of our relationship marketing/B2B activity where our leadership team have 1:1 relationships with professionals, organisations and members of the local community who support bereaved people.
- Leading a small marketing function, including line management of a content editor who manages our website content including our popular blog, social media channels and email marketing.
- Building trusted relationships and regularly engage with our frontline team who work directly with clients and deliver funerals - they are an invaluable source of insight and are the people who bring our brand and fresh approach to life.
- Bringing a marketing-led perspective in discussions and key decision points for the business.

Who Are You?

You may be in a mid-level marketing role and looking for a step up into a more senior, strategic role. Or you may be looking for greater freedom and autonomy in a smaller business, with a better work-life balance. You may be returning to work after a career break.

You are happy to roll up your sleeves and get stuck into the detail, whilst keeping an eye on the bigger picture and ensuring marketing contributes to commercial outcomes.

You have a good understanding and experience of working across marketing communications at its broadest level including brand, advertising creative, digital including PPC, SEO, website and content management, social media, and PR. We don't expect you to be a specialist in every area, but to know their role in the marketing mix, with self-awareness of where you think you will need support.

You are confident in making decisions for how resource and budget are best spent and getting buy-in for your proposed approach or ideas.

You have excellent people skills and can build fruitful relationships with colleagues, partners and third-party agencies, freelancers, and suppliers.

You are excited about Poppy's and what we are trying to achieve.

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.

What We Can Offer You

- Salary: £50,000 FTE per annum.
- Hours: This role could be full time or worked flexibly over 4 days. We are a growing business and the role will continue to grow alongside us.
- Location: Remote or hybrid at our Tooting and / or Sheen locations.
- Team: You will line manage our Content Editor and work with the wider Poppy's team to implement our marketing strategy.
- Reporting: You'll report to the CEO.
- Holidays: 25 days (plus BHs) rising with longer service to 30 days.
- Additional day off for your birthday.

Benefits:

- Employee share scheme, giving you a share of ownership 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.

Justice, Equity, Diversity, and Inclusion

We are committed to equality of opportunity for all employees of any age, disability, sex, gender identity, gender reassignment, sexual orientation, pregnancy and maternity status, race, religion or belief, and marriage or civil partnership status. We particularly encourage applications from people underrepresented in the funeral sector. 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

If this sounds like you, please send your CV and a covering letter (maximum of 2 pages) to team@poppysfunerals.co.uk outlining your experience and how you would approach the role.

We are open to informal conversations with interested candidates. Please email us on team@poppysfunerals.co.uk to arrange this.

The closing date for applications is 9am, Monday 17th June.

Interview process

First round interviews will be held remotely on Wednesday 26th & Thursday 27th June. Candidates will be asked to prepare a short presentation which will be briefed when you are invited for interview.

The second round will be held on Thursday 4th July at Poppy's Tooting and will involve a chance to meet the wider team, see our space, and discuss the role further.

Diversity monitoring

We're also asking everyone applying for this role to let us know how they identify so we can monitor our progress in attracting and appointing candidates from underrepresented communities. This very short form is anonymous and your responses cannot be linked to you. Any responses you give will not be passed on to the recruitment panel. There's no obligation to do this but we'd be really grateful if you'd consider filling this out:

<https://forms.office.com/e/egzEvn66NU>

Poppy's

