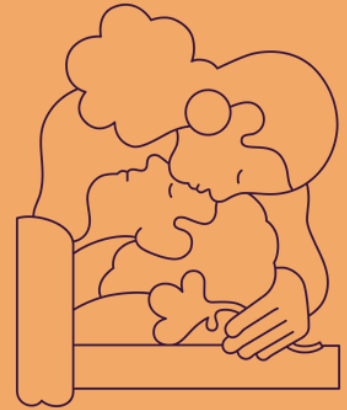


# Poppy's

## Marketing Manager 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 hands-on Marketing Manager, 3-4 days a week, to play a critical part in that growth.





You will work closely with our Marketing Director to co-ordinate, deliver and measure our direct-to-consumer marketing activity. This role is central to growing the Poppy's brand and supporting our expansion plans into new shops and locations across South West London, from 2026 onwards. You'll be comfortable owning projects end-to-end, happy to pitch in when needed, and confident building relationships both inside and outside the organisation. You don't need experience in the funeral sector — but will be open to learning about how we care for the dead in our beautiful mortuary space

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.

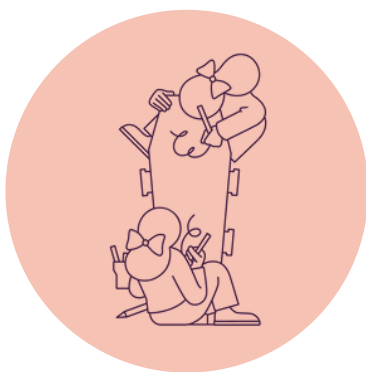
It's stuck in the past, with rigid Victorian practices meaning that many people don't get the funeral they need or want; whilst a 'behind closed doors' approach means poor care for the dead often goes unchecked.

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:

To coordinate, deliver and measure our direct-to-consumer marketing activity focused on delivering high-quality at-need and near-need funeral leads through a mix of marketing channels, PR activation, supporting new shop openings and strengthening Poppy's brand presence in the communities we serve.

## Key Responsibilities:

### Marketing Planning & Delivery

- Act as custodian of the annual marketing calendar, working with the marketing director to ensure the activity is well planned, delivered on time and aligned to business priorities.
- Manage the creation of all brand assets (excluding social) that support our commercial and community goals.
- Own and execute planned ex-client marketing initiatives.
- Support always-on digital marketing activity as required (PPC, paid social).
- Support marketing activity for new shop openings as directed.

### Event management

- Lead planning and delivery of external events, coordinating with the Content Manager and Relationship Manager (approximately 12 in 2026)
- Manage logistics including staffing, suppliers and RSVPs.
- Create event assets using Canva.
- Brief, coordinate and implement the promotional activity across channels (excluding owned socials)

### . Website & CRM

- Project-manage the delivery of a new website in 2026.
- Co-ordinate the new content requirements with the Content Manager.
- Manage and optimise HubSpot CRM to support marketing and relationship activity - maintain and cleanse as required.



## Brand, PR & Communications

- Brief and manage the delivery of all brand assets for advertising (print, OOH, digital), PR and internal communications.
- Maintain Poppy's brand guidelines.
- Manage incoming PR requests, typically handled by the Founder or CEO.
- Proactively build relationships with key media contacts to ensure Poppy's is considered for commentary and features.
- Plan and activate two PR campaigns per year (without agency support), working with the Content Manager to amplify reach.
- Manage ad hoc award entry submissions.

## Reporting & Analysis

- Track performance of marketing activity against set KPIs.
- Provide clear, practical insight on what's working, what's not, and where to optimise.

## 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.
- Work collaboratively within the marketing team and wider business in support of departmental and company goals.
- Be willing to muck in when needed — we're a small department in an ambitious wider team.



# About you:

- Minimum 4 years' experience in a broad marketing role.
- Skilled writer, able to write creative briefs and critically assess creative assets.
- Experience briefing and managing external agencies &/or freelancers, printers and owning timelines, scope of work and delivery.
- Experience in creating and activating PR campaigns (without agency support)
- Proficient user of Canva and Eventbrite
- Experience of managing a CRM system. HubSpot is preferred.
- Excellent Excel capability.
- Ability to juggle multiple tasks in a part-time role.
- Strong relationship-building skills for developing PR partnerships.
- Clear and professional communication in writing, on calls, and in person.
- Organised, detail-oriented, and able to deliver and evaluate marketing campaign effectiveness.
- Team player, supporting the Director of Marketing and working collaboratively with peers in a small team.
- Resilient and calm under pressure, with a positive approach.
- Experience project-managing a website rebuild or significant redesign from a marketing perspective is desirable.
- Experience in Retail marketing, also a bonus.

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: £35,000 per annum FTE
- Hours: 3-4 days per week, decided through the interview process, 9-5pm
- Location: Hybrid – Working from either Tooting SW17, Raynes Park SW20 or Sheen SW14, with remote home working also an option. We are open to being flexible.
- Reporting to: Marketing Director
- Holidays: 25 days (plus Bank Holidays) rising with longer service to 30 days - pro-rated in line with contracted 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](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?
- Your preference for 3 or 4 days

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 Friday 23 January 2026.

Successful candidates will be invited to an online first-round interview during week commencing 9 February 2026 with second round interviews in person at our Tooting base between 24-26 February 2026. This may involve a practical task which you will be given if invited to a second round interview.

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)

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