

Job Title: Marketing Manager, Poppy's
Location: Tooting
Salary: £30-32k

At Poppy's, we believe that funerals have the potential to be life and grief-changing experiences. With an open and honest approach, we encourage, reassure, guide and support families to have the funeral that they want - whatever that means to them.

We're growing really quickly, and we know we're onto something great with our approach. (In fact, we've had this confirmed by lots of awards!). We're now looking for an energetic, entrepreneurial individual to take our marketing efforts to the next level and to help advance Poppy's mission to bring humanity and nuance to the over-traditional funeral sector.

Following our brand refresh (March-August 2019), you'll be the lead and currently only marketing professional at Poppy's, so you'll need to be passionate about harnessing the whole team's energy to drive the company's marketing potential forwards.

A natural 'doer', an innovator, a proactive marketer with an instinct for and interest in strategy, you'll want to prove marketing's ability to facilitate our company's ambitious growth plans and you'll see this role as a great opportunity to progress your own career.

You'll spend your time with us:

- Making our new marketing strategy your own. We'll tell you what we know about our audiences and which relationships we want to develop, but we want you to tell us how it could be done, and we want you to develop it
- Setting the agenda for, delivering, monitoring, testing, measuring and reporting on our day to day marketing activity including idea generation for content-driven marketing
- Working with the operational team to produce, share and promote innovative, daily content for a growing number of digital and offline channels, growing and engaging our audiences online to fulfil our mission
- Developing and innovating our digital profile across the board, managing online advertising
- Acting as an inspiring spokesperson for our work, able and keen to engage and inspire anyone and everyone with the Poppy's message
- Overseeing 'post-purchase' follow up, gathering, analysing and creating insight
- Developing and engaging a pool of active and passionate case studies
- Developing and managing relationships with journalists and key stakeholders across the media to help achieve our mission
- Writing regular applications for awards to promote our work
- Running inspiring educational events and outreach opportunities
- Testing and measuring the value of our marketing efforts rigorously: setting and tracking objectives; producing, analysing and reporting data to the senior team

We're looking for someone who's great at:

- Instinctively understanding our brand and the direction of travel for the future
- Strategic thinking, so you can develop as the company, and your role within it, grows
- Communicating and influencing naturally, confidently and positively and able to gain the team's trust, respect and co-operation
- Organising others efficiently: you'll be working closely with the operational team
- Operating effectively in a collaborative team whilst also confident working autonomously

- Challenging others, offering opinions and taking feedback on board
- Asking for support when necessary

We'll also need you to be/have:

- A passionate and experienced digital marketer and a keen, innovative, proven content producer and manager
 - A proponent of measurability and very comfortable with testing and data analysis, keen to prove the value of your work and our marketing efforts
 - A good eye for detail, design and communication
 - A brilliant culture fit with Poppy's
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The finer details:

- Team: we're a team of eleven (with plans to grow to fourteen in 2019)
- Reporting: you'll report to our Director, Poppy
- Our core hours are 9am-5pm Monday to Friday, but we do encourage a flexible working approach and want to accommodate your needs and best working patterns wherever possible – so if your ideal hours don't fall in line with this, please do let us know and we'll see what we can do!
- On a similar note, we'd consider discussing a four-day working week and/or flexible working for the right person.

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 you'll get:

- Holidays: 32 days (including BHs)
- To be part of a warm, autonomous, impressive team, passionate about their work

To Apply:

Please send us your CV and cover letter to team@poppysfunerals.co.uk telling us what makes you perfect for the role by Monday April 15th.

We will be holding interviews April 23rd - 26th and have shortlisted candidates spend an hour with us behind the scenes for you to see in closer detail what we do and how it all works – and for us to get to know each other a little better.

We're looking to have the successful candidate join us soon after!