



## **Job Description - Funeral Director**

**Report to:** Funeral Home Manager/Directors.

This position requires a high degree of professionalism and integrity and an ability to deal with crises calmly and with tact, upholding the impeccable standards that we set at Rosedale and contributing to the smooth and efficient running of the company.

All our Funeral Directors are required to hold the Diploma in Funeral Directing and a current First Aid Certificate. It is desirable, but not mandatory that you hold a Mental Health First Aid certificate. You would need to have a full, clean driving license and be immaculately turned out, although full uniform will be provided.

A Funeral Director must possess skills in dealing directly with bereaved families and would be expected to act as a technical advisor and to be an experienced, sympathetic and non-judgemental listener and confidant.

Funeral Directors are expected to act as ambassadors for Rosedale in their dealings with the public and to show care and concern, especially to bereaved families and also to their colleagues.

The company will expect a high level of commitment and loyalty and Funeral Directors must be prepared to work a reasonable amount of overtime for as long as is reasonably necessary to accomplish his/her tasks. All staff are expected to comply with the company policies and procedures as set out in the Employee Handbook, Policies and Procedures Manual and Health & Safety Manual. In addition, Funeral Directors are expected to follow the National Association of Funeral Directors Code of Practice at all times.

### **Primary Roles**

With the support of the management, oversee the smooth day-to-day running of all aspects of the branches that you operate in, working closely with your team of Funeral Administrators, Operatives and Driver/Bearers. Your work may or may not be designated to a specific branch of Rosedale, but in any event, there must be a willingness to assist at other branches when the need arises.

As a key holder, you should be prepared to open and close the branch and transfer the telephones at the beginning and end of the day.

Take first calls from families and provide the support that they need in a professional yet empathetic way, building rapport and assessing their needs, providing adequate information and guidance, including financial information for those who may yet be undecided which funeral director to use, and guiding them through the process of bringing the deceased into our care.

Effecting the removal of the deceased from the place of death and bringing them into the care of Rosedale.

Preparing the deceased for a burial or cremation, including placing them in coffins and preparing them for viewings.

Arrange and conduct all types of funeral, including burial, cremation, DIY, pre-need and direct cremation.

Arrange and perform viewings in the chapel of rest

Build and maintain good working relationships with hospital, cemetery, and crematoria staff, Coroners, gravediggers, clergy, civil celebrants, florists, doctors, nursing home staff, solicitors, memorial masons, other local influencers and the wider local community.

Take a proactive role in promoting Rosedale and its services and values by assisting with the implementation of the marketing plan. This could include, but is not limited to assisting with community initiatives, carrying out talks to schools or clubs, promoting the Bereavement Support Groups, promoting and pre-paid funeral plans or delivering training to nursing home staff and other professionals

Promote, support and attend the three key events of the Rosedale calendar, the staff away day, the Walk of Remembrance and the Christmas Service of Remembrance as well as a minimum of one fundraising initiative per branch per annum.

Act as a supervisor to the funeral team during the course of a funeral, including preparations and debrief.

Assist families with the administration and purchasing of pre-payment plans and be proactive in your promotion of these.

Take part in the out of hours rota for removals, arrangements, viewings and interments of cremated remains.

Keep a record of and monitor the storage of cremated remains. This will include quarterly checks of cremated remains in our care and following up with families to arrange for them to be sent to their final destination. Arrange and carry out interments of cremated remains.

## Secondary Roles

Carry out any of the functions of a Funeral Operative and/or Administrator as required, including office cover.

Act as a role model/mentor for any apprentice, trainee, new member of staff or work experience student and allocate them the time they need to learn the appropriate roles in the profession, including supporting them with any coursework if required.

Carry out other duties at the request of the management that are within his/her capabilities.

Rosedale Funeral Home has achieved Investors In People status and all staff are encouraged to work towards individual, team and company objectives and understand how these relate to each other. Everyone is expected to take responsibility for ensuring communication by Rosedale staff is excellent, both internally and externally and are encouraged to generate ideas and suggestions that may enhance the effectiveness, quality of service and professionalism of Rosedale.

Note: During the course of your work at Rosedale Funeral Home you will become privy to much personal information concerning family issues, circumstances surrounding death and other private matters. Although we recognise that there are times when you need to go home and share with someone at the end of a stressful day, please remember that you have a duty of confidentiality and such matters should not be discussed outside of Rosedale or your immediate family.

## Personal Qualities and Attributes

1. A commitment to diversity and integrity: To be someone who understands and respects diversity and adopts a fair and ethical approach to everyone.
2. Change: To be someone who is open to change and actively seeks to support it.
3. Confidence and resilience: To be confident and resilient – even in challenging situations.
4. Working with others: To be someone who can work easily with others – both within the funeral profession and in the community.
5. Communicate: To communicate effectively – both verbally and in writing.
6. Personal Development: To be someone who is committed to personal development – for themselves and others.
7. Practical abilities: To be practical and able to solve problems in a logical, safe and systematic way.
8. Awareness: Have a good level of awareness to be able to respond to changing circumstances and environments.
9. Excellence: To be capable of achieving and maintaining standards of excellence.