

JOB DESCRIPTION

JOB TITLE: Area Development Manager

LEVEL: Job Family 4

REPORTS TO: Regional Development Director

JOB PURPOSE: Responsible for the business results of a geographic area including the day-to-day management of people, operations and assets.

MAIN DUTIES:

- Implement the Area Delivery Plan that delivers against agreed targets for the area.
- Understand and respond to the competitive environment, actively developing the business through effective marketing and promotion of funerals and funeral plans in line with Competition Marketing Authority (CMA).
- Ensure that the day-to-day operation of branches is effective and meeting the needs of clients.
- Improve the scale and quality of networking and community outreach activity through proactively building and strengthening relationships with key contacts in the communities we serve.
- Work with Regional Development Director to identify and integrate acquisitions.
- Provide direction and line management for branch teams including performance management and career development. Additionally working with HR to ensure continuity when decision making.
- Hold regular meetings with the team to promote team building and a positive culture. Actively engage with them to communicate updates, client feedback, community activities, changes in processes and branch/ area performance.
- Ensure changes to working practise are embedded effectively, and that the team are fully trained and engaged.
- Ensure branches are fully operational and all resources are utilised effectively to meet both client and business needs.
- Ensuring compliance with all company policies and procedures for self and others in team.
- Understand and guide others on how relevant legislation and regulation applies to their role and the industry
- Proactively seek out ways in which the business can be developed and work with the Regional Development Director to find ways to implement initiatives.
- Attend training and development sessions to maintain knowledge and skills in role
- Deal with client complaints in line with our policies and procedures and to come to a satisfactory resolution for the client and the business.
- Complete effective site visits in the timescale provided by FPL to work in line with our quality assurance.
- Encourage the team to contribute with solutions with minor issues that arise.
- Work with the project team to implement local trials to help improve the business.
- Lead by example and create a positive working environment.
- Carry out any other duties when reasonably requested to do so by your line manager.

KNOWLEDGE AND SKILLS

Essential:

- Experience of managing profit and loss for an area of the business
- Track record of developing and growing a multi-site business
- Managing teams, performance and developing people.
- Experience of local and religious customs and practices within the community
- Experienced in building and maintaining an effective network
- Proficient in Microsoft Office applications

Desirable:

- Experience within the funeral industry

Personal Attributes;

- Commercially aware, able to focus on value adding activities
- Focused on client service
- Effective communicator able to adapt style to a range of audiences.
- Approachable, diplomatic and resilient
- Accurate attention to detail
- Strong decision making and problem-solving skills
- Demonstrates an engaging style
- Strong reasoning and negotiating ability

Financial Conduct Authority (“FCA”) Compliance

This role will be responsible for offering Funeral Pre-Need plans to clients, however the individual role holder must only perform this part of the role if they comply with all items in the below list.

The individual role holder will:

- Not discuss funeral plans with customers until they have been trained and passed an Initial Assessment
- Attend the required training courses in order to become competent as a plan seller, and will form part of the overall Competency Framework associated with funeral plans
- Take ownership for their Continued Professional Development (“CPD”) throughout the year in order to align with FCA requirements and attend ad hoc learning activities provided by the business
- At all times, act in accordance with the [FCA’s Conduct Rules](#).
- After being trained, understand and comply with the [FCA’s 11 Principles for business](#)
- Support individual customers in accordance with the [FCA’s consumer principle and cross-cutting rules](#).
- Deliver the outcomes required from the [FCA’s consumer duty](#).
- Take into consideration the needs of vulnerable customers and particularly vulnerable customers and take specific action to support these customers, as appropriate

<p>HELPING PEOPLE</p> <p>Our business exists to help the bereaved to make fitting arrangements for their loved one's last journey and to provide lasting memories for families and friends. We do this with a positive, caring and understanding approach.</p>	<ul style="list-style-type: none"> – I act as an ambassador for the company by being responsive to the client's needs and responding promptly to client requests. – I actively seek to support others as well as asking for help from a manager or colleagues when needed. I proactively engage with the immediate and wider team. – I act as role models in all I do and say. – I support colleagues in delivering their goals, I am flexible to meet short term and unexpected business needs. I proactively volunteer to assist in a time of crisis. – I seek to understand the client's needs through probing questions and active listening – I share knowledge and experience freely. I offer and accept constructive feedback.
<p>RESPECT FOR EVERYONE</p> <p>We value diversity and treat everyone with the same respect, courtesy and dignity.</p>	<ul style="list-style-type: none"> – I communicate effectively, actively listen and question appropriately. – I respect the confidence of the clients and colleagues at all times – I can be relied on to be present and actively engaged in my work – I recognise and respect difference and diversity in our clients and colleagues alike. – I draw attention to inappropriate actions or behaviours within my immediate or wider team. – I seek to review all available information before making a decision and I willingly provide explanations and reasons to support my actions.
<p>PROFESSIONAL STANDARDS</p> <p>We are a professional organisation and we strive to achieve the highest possible standards in everything we do and to improve these standards continuously.</p>	<ul style="list-style-type: none"> – I take pride in my appearance and adhere to our company dress code. – I implement ideas to improve the processes and performance within the scope of my operation. I escalate suggestions outside my scope to my immediate manager. – I provide constructive challenge and ideas to continually improve our processes and performance. – I adhere to our policies, standards and processes at all times. I ask for clarification when needed. – I have an active interest in the business and understand the contribution I make through my work. – I think and act innovatively to improve value for both the clients and company.
<p>ACCEPTS RESPONSIBILITY</p> <p>We accept responsibility for our actions as a company and as individuals.</p>	<ul style="list-style-type: none"> – I demonstrate awareness of the impact of my own behaviour and how I use this appropriately with clients and colleagues. – I take personal responsibility to ensure that client's needs come first and that the company values are maintained at all times – I take personal ownership for resolution of issues, escalating those that cannot be resolved personally or promptly. – I know my own strengths and areas of development and I take responsibility for my own learning. I act on feedback to improve my own performance and impact. – I don't walk past a problem no matter how large or small. – I ensure that my work is delivered to a high standard, and I constantly aspire to improve the quality and value of our products and services.
<p>PARTNERSHIP</p> <p>We believe that we can only achieve our goals by working together in partnership with client families, suppliers and our employees.</p>	<ul style="list-style-type: none"> – I work effectively and collaboratively with others as a part of a team. – I seek to learn from others in order to continuously develop. – I successfully resolve issues in a way that maintains and builds a positive long-term relationship; I influence others using a win-win approach. – I bring ideas to the team and remain open to change. – I develop a positive working relationship with clients, my team and external influencers. – I actively seek the views of others. I listen and talk to people to improve the way I do things.