



## Chief Executive Officer

### National Association of Funeral Directors

This is an unparalleled opportunity to not only shape the future direction of one of the UK's oldest and most respected trade associations, but also to play a leading role in society's changing views and needs at the end of life.

The National Association of Funeral Directors (NAFD) is the leading trade body in the funeral sector with the largest and most diverse membership base. It upholds high standards from its members through a strict Code of Practice and enjoys a high profile with government and all other stakeholders to the funeral sector.

A Chief Executive Officer is sought to navigate and develop the NAFD through a period of change for the profession; engaging with members, politicians, the media and other stakeholders, across a variety of areas, to ensure the NAFD continues to be viewed as a robust and broad shouldered trade body that acts as an effective voice for both the funeral profession and for bereaved families.

The CEO is the lynchpin of the NAFD, providing strong, day-to-day leadership for the team of staff based in Solihull and across the UK, as well as a wider team of elected volunteers drawn from the membership, in their work across a wide range of sector relevant activities from parliamentary lobbying to professional development.

Importantly, the CEO unifies the efforts of an enthusiastic and knowledgeable group of committees and boards to ensure a cohesive and joined up approach to the benefit of the wider membership.

Location

Solihull, West Midlands

#### **Role & responsibilities**

- Setting the strategic direction and vision for the National Association of Funeral Directors, influencing the future health and direction of the wider funeral profession and shaping consumer views about funerals and funeral directors.
- Providing leadership and oversight of the NAFD's relationships and work with government at all levels, within all four UK parliaments and assemblies, as well as in Europe.
- Working with NAFD spokespersons and advisors to represent the membership in the media and across all areas of public relations. Focusing on why the public should look for an NAFD member, and improving understanding and consideration of funerals/bereavement.

- Implementing and reviewing the strategy and policies of the NAFD, as developed by the various boards and committees and approved by the Executive Committee.
- Reviewing corporate governance to ensure the structure of the organisation is fit for current and future needs, and implementation of agreed strategy.
- Representing, engaging with and increasing the membership of the Association, building a good understanding of the needs and concerns of each grade of member and attending regional meetings and social functions of the NAFD membership.
- Developing and managing key stakeholder relationships with other industry bodies, non-governmental organisations and charities on behalf of the NAFD.
- Working to a series of agreed key performance indicators relating to areas such as standards and quality compliance, membership, financial performance, representation and media coverage.
- Day-to-day management of staff including all senior HR functions. Review of current team structure in light of changing demands upon the organisation.
- Providing leadership and support for the NAFD's highly respected continuous professional development activities and the development of its industry-leading qualifications.
- Providing guidance and support to the Honorary Treasurer in ensuring the finances of the NAFD are run on a sound commercial basis, keeping the long-term financial security of the NAFD in mind.
- Maximising the benefits of membership through developing and sourcing a diverse range of specialist and non-industry specific benefits for members.
- Delivering, through the NAFD team of staff, key Association events including the annual three-day conference for the members of the NAFD and one-day the Autumn half year meeting.
- Delivering the UK's most successful funeral trade exhibition (The National Funeral Exhibition) on a biannual basis.

The above list is indicative of the primary aspects and is by no means exhaustive.

### **About the National Association of Funeral Directors**

The National Association of Funeral Directors (NAFD) is an independent trade association for the funeral profession, representing approximately 4,000 funeral homes nationwide, as well as suppliers to the profession and overseas funeral firms.

The NAFD is the largest funeral trade association and membership of the NAFD has doubled in the last ten years. Member companies range from small family businesses to corporates and co-operatives, between them conducting almost 430,000 funerals every year (80% of all UK funerals).

First established as the British Undertakers' Association in 1905, the NAFD is widely recognised as the voice of the profession, regularly representing the views of funeral directors to the media, Government, stakeholders and the public. In the past twelve months the NAFD has continued to press Government for reforms, promote the interests of the profession through the media, secure benefits for members and, in an industry where self-regulation comes under frequent scrutiny and is already changing in Scotland, set exacting standards for its members and the wider profession.

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