

Job Description

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| Job Title | Cemeteries and Crematorium Administrative & Visitor Services Team Leader |
| Grade | PO1 |
| Reporting To | Cemeteries and Crematorium Manager |
| JD Ref | CS&CE0024P |

Purpose

Lead the Administrative team providing effective leadership and coordination of the administration office and visitor services and memorialisation functions within Cemeteries and Crematorium Service, overseeing the day-to-day operations of the office and reception points, ensuring smooth communication between stakeholders.

Main Duties And Responsibilities

Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values and leadership behaviours in the role and organisation.

Cemeteries and Crematorium Administrative & Visitor Services Team Leader specific duties & responsibilities:

- Responsible for managing the administrative team with Landican Cemetery Office, ensuring accurate records keeping, efficient scheduling of services and compliance with statutory requirements.
- Contribute to the development and delivery of Wirral's Cemeteries and Crematorium Management and Development Plans.
- Realise existing and new opportunities for income generation, ensuring the optimum use of all assets and exploring external funding opportunities. Assist in drawing up and securing bids for project funding including drafting and presenting effective business cases.
- Develop marketing and promotional materials for the Cemeteries and Crematorium service in relation to events and all services provided.
- Responsible for applications for Green Flag Awards or other similar external accreditation awards for Wirral's Cemeteries and Crematorium
- Conduct all activities in a manner in line with the Vision for the cemeteries and Crematorium service and the local authority as a whole, promoting good external relations and a positive image of the service.

Communication, Engagement and Training:

- Deliver an engaging visitor experience based on an understanding of key audiences that contributes to driving up the Crematorium and Cemeteries Service standards of interpretation and presentation, volunteer engagement and level of customer care.
- Develop and maintain a strong programme of local community engagement with key groups, including Funeral Director, Stonemasons and ministers.
- Promote a listening, open and forward-looking culture that continues to improve perceptions of the Cemeteries and Crematorium and the local authority.
- Work closely with the other members of Landican Cemetery and Crematorium team, ensuring that conservation and heritage are subject to appropriate care and standards of presentation at all times.
- Ensure that income generation activities fit with the conservation and heritage requirements of the Cemeteries and Crematorium service.
- Work with staff from within Parks & Countryside Service, staff in other departments, public agencies and voluntary organisations to carry out improvements to Cemeteries, Crematorium, closed churchyards and gardens of remembrance where appropriate.
- Responsible for the supervision of administrative staff within Landican Cemetery Office.
- Lead and inspire staff, volunteers and colleagues in working effectively together to take responsibility to achieve results. This will require management of the change needed to drive performance forward and ensure sound decisions based on professional advice.

Data Analysis and Decision-Making:

- Responsible for the purchase of materials and control of budgets appropriate to the post.
- Plan and organise effective fundraising, interpretation and events programmes for the cemeteries and crematorium service.
- Ensure that expectations, accountabilities and responsibilities are clear and pro-actively manage performance and the deployment of staff and volunteers to ensure goals are met.
- Carry out procurement and contracting between the public, voluntary and private sector to secure appropriate income generation for the park.
- High level problem solving and innovation.

Compliance:

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.

Other:

- Any other duties commensurate with the grade.



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PROFESSIONAL

Role Specific Knowledge, Experience And Skills

Qualifications

- Degree of professional qualification eg, ICCM.
- *Desirable - A degree level qualification in an appropriate subject area.*
- *Desirable - Evidence of continuing professional development (CPD).*
- *Desirable - Evidence of visitor management and interpretation training.*

Knowledge & Skills

- Detailed knowledge of the principles of marketing and promoting visitor experiences and events.
- Knowledge and understanding of the customer service ethos relating to cemeteries and crematorium service.
- Knowledge of financial reporting and forecasting and embedding financial considerations.
- Understanding of cemetery, crematorium, heritage, conservation and land management requirements.
- Project management skills and experience.
- Experience managing events from small scale community to large scale commercial
- Strong networking and stakeholder management skills, including presenting reports to Committee and addressing public meetings.
- Proven commercial awareness and sound knowledge of financial and business practices.
- Track record of delivering significant financial income targets.

Experience

- Experience of managing staff
- *Desirable - Previous experience within Cemeteries, Crematorium, Local Government, the Private Sector and the Voluntary Sector.*

Additional Information

- Ability to travel across the Borough and work from various locations.
- Work hybrid, with a flexible working approach to accommodate service needs.
- Expected to work from a fixed location (subject to change).
- On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

Health & Safety Considerations:

- Lone working
- Work with VDUs (Video Display Unit) (>5hrs per week)
- Vocational Driving
- Exposure to persons with challenging or aggressive behaviour

**Approved By: Lisa Parkes, Cemeteries and Crematorium
Senior Manager**

Date Of Approval: 15 September 2025



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