

Position Description

Cemeteries Business Manager



Position Title:	Cemeteries Business Manager	Position Number:	To be allocated by HR
Division:	Community and Natural Resources	Job Grade:	JG 7
Unit:	Recreation Services	Award base:	35 hours
Unit Leader:	Manager Recreation Services	Reports to:	Manager Recreation Services
Supervises:	Administration Officer; Cemeteries Foreman		
Date Created /Revised:	November 2016 – Created April 2019 – Updated Delegations and Authorities		

Primary Objective

- Manage, control, develop and grow Tweed Shire Cemeteries Business to advance the business to be a leader in cemetery and crematorium management and control.
- Lead and develop the cemetery and crematorium operational and administrative staff

Values Statement

What we value
Living and loving the Tweed.
We look after people and places, explore all opportunities and
are proud of our passionate approach.
We care about each other, choose to be here, and are in this together.
We have conversations where everyone can contribute and we are willing to have a go.
We put back in to make a difference,
so that our Tweed community is even better tomorrow than it is today.

External Environment

Tweed Shire is one of the fastest growing areas in New South Wales. The Shire also has the second highest biological diversity of any area on the Australian Eastern seaboard.

Position Description

Cemeteries Business Manager



Organisational Environment

COMMUNITY AND NATURAL RESOURCES DIVISION

The Community and Natural Resources Division is responsible for the Management of Waste, Natural Resources, Recreation Services and Community and Cultural Programs throughout the Shire.

Recreation Services Unit:

The Recreation Services Unit is one of four areas within the Community and Natural Resources Division and is responsible for the management and strategic development of Council-controlled parks and recreation facilities, swimming pools, cemeteries, civic centre buildings, public toilets and surf lifesaving within the Shire.

The work environment is busy, responsive to customer demands and requires regular adjustment of priorities and activities.

Council is committed to the principles of ecological sustainability in all operations and responsibilities.

The Position

The position will be responsible for establishing Council's cemeteries business as the cemetery and crematorium provider in the region. The position will take a lead role in implementing the cemeteries business plan and has a particular responsibility to:

- Manage, control, develop and grow the business.
- Promote the business and establish its branding within the community and among key customers and suppliers
- develop and sustain good customer relations
- lead a team of cemetery & crematorium operational and administrative staff
- Advance the business to be a leader in cemetery and crematorium management and control.

The position provides a high level customer service and support to Funeral Directors, the bereaved, the community and other service providers and associated people or organisations with interests or responsibilities in the bereavement services sector. The incumbent will possess a high level of sensitivity and respect for the deceased and the bereaved in the carrying out all duties

The position has responsibility to ensure the business operates in full compliance with applicable statute laws, regulations, and Council's policies and procedures.

The position is required to effectively control the cemeteries annual budgets and assist with the preparation of annual operational and capital works estimates.

The position will be required occasionally work outside of normal business hours to develop and nurture community and customer relationships.



Position Description

Cemeteries Business Manager



This position uses Technology One Electronic Content Management (ECM and Ci) software to comply with organisational and legislative record keeping requirements.

The work of the position includes, but is not limited to, the following:

Key responsibility areas	Associated key duties
1. Customer Service	<ul style="list-style-type: none">• Provide a high level customer service and support to Funeral Directors, the bereaved, the community and other service providers and associated people or organisations with interests or responsibilities in the bereavement services sector• Provide professional guidance in choice of interment sites, memorials and related services• Display a high level of sensitivity and respect for the deceased and the bereaved in the carrying out all duties.• Understand and be sympathetic to cultural and religious differences• Advise customers on services and products, i.e. identify customers' needs and present options accordingly
2. Business Development	<ul style="list-style-type: none">• Meet with stakeholder groups & individuals to promote and help grow the business.• Take a leading role in the successful implementation of the Cemeteries & Crematorium Business Plan• Conduct research and analysis to generate data and information relevant to the bereavement industry to inform future strategy and site development.• recommend appropriate policy framework, not necessarily from existing policy• Develop and expand product lines and options appropriate for business growth
3. Operational Management	<ul style="list-style-type: none">• Plan and coordinate the Cemeteries/Crematorium Team's work activities including plant and materials.• Ensure cemetery and crematorium services, including operation and maintenance of crematorium equipment; grave excavation and backfilling; assembly and placement of memorials; and general maintenance of grave-sites, are delivered to a high quality standard• Liaise with staff and others to ensure scheduled maintenance works are carried out effectively• Coordinate the arrangement, design, procurement and installation of memorials and memorial plaques• Assess and approve invoices to level of delegation.• Maintain working documents, financial information and records in accordance with corporate and statutory requirements.

Position Description

Cemeteries Business Manager



	<ul style="list-style-type: none">• Coordinate and deliver effective marketing plans and strategies
4. Financial Management	<ul style="list-style-type: none">• Prepare annual operational and capital works estimates.• Determine appropriate fee structure to optimize financial sustainability of the business.• Control annual budgets effectively.• Provide reports on the financial performance of cemeteries as required and amend fee structure and recording of data to facilitate sound financial and performance management.• Critically monitor expenditure and respond to significant variations.• Develop and maintain cost indicators for key operational areas and specific capital works projects.
5. Staff Management	<ul style="list-style-type: none">• Provide and coordinate on-the-job training as required.• Conduct performance development reviews• Evaluate training and development needs• Ensure staff compliance with all requirements of Council policy/protocol and operational requirements within area of control.• Resolve minor conflicts between staff, management, other Tweed Shire Council staff and members of the community• Performance management of direct reports and ensures same is carried out for all employees under positions control• Mentor staff to facilitate development.• Undertake staff recruitment• Motivate cemeteries staff to achieve set goals• Implement EEO policies and procedures.• Escalate disciplinary action for breaches of Policies, Procedures and Programs in accordance with relevant Policy.

As a member of the Recreation Services Unit the position requires attention to detail, flexibility, the ability to contribute to the provision of client services across the work of the Unit, the capacity to respond to a busy work environment and provide other team members with assistance in times of high demand.

The position will apply Council's Enterprise Risk Management Policy and Protocol objectives as they relate to the position.

Health Safety and Environmental System (HSES) Responsibilities:

In accordance with Council's Work Health and Safety Responsibility, Authority and Accountability Protocol this position has been deemed to fall within the following categories:

Position Description

Cemeteries Business Manager



Category 4 – Supervisors - Office Based

(For the purpose of this protocol the term supervisor covers all other office based positions, irrespective of title, with responsibility for the supervision of staff)

Supervisors are to ensure that all the requirements of the WHS Management System are adhered to and to monitor staff to ensure compliance.

Category 8 – All Employees

All employees are required to perform their duties in accordance with their relevant position description, WHS Risk Assessments, Safe Work Methods Statements, Standard Operating Procedures and site specific requirements and instructions.

WHS Training Requirements

The WHS training requirements for this position as per the WHS TNA are:

	WHS Training Needs Analysis	Position(X)
Generic WHS Training	Online TSC Safety Induction Program	X
	Local Area Induction (Level 2 Work Activity)	X

For a complete list of the WHS Responsibilities, Authority and Accountabilities of this position staff are to refer to the Protocol located on Council's intranet site:

[http://tscdotnet/Download.aspx?Path=/OMS/Documents/WHS Responsibility, Authority and Accountability 2.3.pdf](http://tscdotnet/Download.aspx?Path=/OMS/Documents/WHS%20Responsibility,%20Authority%20and%20Accountability%202.3.pdf)

Organisational and External Relationships:

Organisational relationships

- All Council Units and teams

External Relationships

- Funeral directors
- Religious leaders and Celebrants
- Public
- Cemetery product suppliers
- Masonry workers
- Contractors
- Media, printing and marketing bodies
- Cemetery and Crematoria Association
- Historical societies and cultural groups

Within the context of the position, the incumbent is also responsible for:

- maintaining work standard quality
- continuous improvement of procedures and systems
- provision of quality customer service.

Position Description

Cemeteries Business Manager



Location of Position:

The position will be required to work out of any of Council's administrative offices, Depots or any other location within the Shire as directed by the supervisor.

Probationary Period:

The position incumbent will undergo a 3 months probationary period. Where deemed appropriate, the probationary period can be extended by the relevant Director for no more than a further 3 month period. Successful completion of the probationary period will result in confirmation of the appointment.

Pre-Employment Screening:

Guidelines

- Pre-employment background screening and functional health assessments are conducted by Council's chosen external providers
- Written consent must be provided by the candidate in order for the recruitment process to progress
- All qualifications and identification documents will be verified
- Functional health assessments evaluate your physical and functional capacity against the physical demands necessary to safely perform the position for which you have applied. Drug and alcohol testing is also conducted as part of this testing.
- Falsely claiming qualifications may lead to dismissal and/or prosecution for any relevant offence.

Required Personal Attributes, Knowledge and Competence

Selection Criteria

Personal Attributes:

Personal Attributes and Cultural Fit will be addressed at interview.

Council is seeking personal attributes and work values consistent with Council's Corporate Values.

Knowledge and Competence: (to be addressed in full when making application)

1. Degree level qualifications in Business, Marketing, Economics or equivalent and or extensive demonstrated experience developing a business in a competitive environment.
2. Proven experience as an effective business manager in a competitive environment.
3. Demonstrated experience in marketing and promotions.
4. Demonstrated ability to schedule and co-ordinate minor capital works to successful & timely completion.
5. Proven experience as an effective and competent team leader.
6. Proven experience in, controlling budgets, determining priorities, assigning tasks and coordinating resources to achieve required results.



Position Description

Cemeteries Business Manager



7. Knowledge of, and demonstrated experience in, financial management and analysis.
8. Demonstrated analytical and investigative skills combined with policy development experience.
9. Ability to effectively communicate with key customers, including funeral directors and visitors to cemeteries & gardens.
10. Proven experience in working to tight and concise schedules.
11. Demonstrated experience servicing a diverse cultural, ethnic and religious client base with sensitivity.
12. Advanced computer skills, including data processing, spreadsheets, desktop publishing, word processing.
13. An understanding of key legislation related to cemetery and crematorium operations.
14. Hold a current driver's licence valid in the State of NSW.

Desirable:

15. Proven experience as an effective manager of funerary related businesses (funeral director, cemeteries, crematorium etc.).
16. Certificate III in Cemetery and Crematorium Operations or equivalent.