

## Funeral team member apprenticeship standard (V3 third Draft July 2017)

Funeral team members must interact sensitively with clients and third parties (nursing homes, hospitals, ministers, crematorium, doctors, and church groups) giving a positive, professional representation at all times. They need a good knowledge of the products and services offered by the business and the correct procedures to follow. Funeral team members are the first point of contact for the business so must create a good first impression, put clients at ease, take information, answer questions or find answers, building good client relationships and confidence while upholding the image of the business. Funeral team members make a positive difference to their clients at a challenging, emotional time. Working with people, feeling passionate about supporting and assisting clients is a rewarding and worthwhile job that provides excellent career opportunities. Funeral team members will specialise in one of two roles; **Arranger** - supporting the arrangement of pre or at need funerals **or Funeral Operative** - supporting operations and logistics from a death through to post funeral care.

<b>Entry</b>	Entry requirements are to demonstrate the personal attributes and values listed below
<b>Duration</b>	The duration for this apprenticeship is a minimum of 12 months
<b>Level</b>	This apprenticeship standard is set at level 2
<b>Qualification</b>	Apprentices without level 1 English and maths will need to achieve this level and take the test for level 2 English and maths prior to taking the end-point assessment.
<b>Renewal</b>	3 years

The following are the personal attributes and values expected of all funeral team members carrying out their roles; **Dignity, respect, sensitivity, empathy, professionalism, caring, adaptability, flexibility, resilience, integrity.** Funeral team member: All funeral team members must have the following core funeral knowledge, skills and behaviours

	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
<b>Client</b>	Know how to communicate with clients during the various stages of the grieving process Understand specific client communication needs, for example, dementia, language, cultural diversity	Use appropriate methods of communication including non- verbal, verbal, written and social media Demonstrate respect when communicating with all clients and third parties	Confidently interact with clients adapting to the needs of the individual during the grieving process Use clear language in all communication – verbal and written seeking help when it is required, communicate politely at all times.
	Know client types, how to identify their needs and preferred methods of communication Understand the importance of meeting client’s needs and requests, whilst working in line with the products and services offered by the business	Use clear, relevant and sensitive/empathetic communication to establish client’s needs and satisfy their requirements Deliver excellent service during all interactions, including phone, face to face, electronic and postal communications	Communicate clearly and with empathy at all times

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	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
	Know how to obtain and handle client feedback both positive and negative, the information required from clients to resolve an issue and when to ask for help	Apply business policies and procedures to handle client concerns, complaints and compliments Deal with client feedback within the limits of your own authority, sharing positive comments, escalating negative comments and finding solutions where possible	Professionally and calmly work with clients to resolve concerns, complaints and use compliments effectively in the funeral business
<b>Reputation</b>	Understand how to protect the business reputation based on values, vision, aims and behaviours Know the importance of maintaining a good reputation with clients, competitors and within the local area	Demonstrate the businesses' values when dealing with clients and team members in all daily activities	Support the reputation of the business by providing a professional service to clients, knowledgeable of how it compares to competitors
	Know client types and the local community demographic Understand the benefit to yourself and the business of forming professional relationships Understand the acceptable boundaries of professional relationships	Engage in professional relationships with clients, communities and other stakeholders in order to help build a positive public reputation Report any instance where the reputation of the business could be / has been damaged	Treat all clients and colleagues with respect and work positively within the local community
	Know how technology including social media is used in the business and how it contributes to the business reputation	Use technology including social media in line with business requirements	Actively promote the reputation of the business by using social media and business technology tools responsibly
<b>Team</b>	Know how to support and influence the team positively, recognising how all colleagues and teams are dependent on each other to meet business objectives	Support team members to ensure that the services provided are of a high quality, delivered on time and as required	Demonstrate awareness of the impact of personal behaviours on the team by a consistent, positive and professional approach
	Understand different types of teams, third party team members and stakeholders within the wider team and how strengths and weaknesses affect team dynamics	Adapt positively to all types of team leaders, team members and different types of team within the business in which you work	Consistently demonstrate respect and work positively with team leaders and team
<b>Legal and Governance</b>	Understand the legislative requirements, duties and responsibilities of the business Understand the policies and procedures of the business regarding the deceased when they are in own premises or third party locations, identification,	Comply with legal and business requirements whilst conducting all services Follow business policies and procedures relating to third party locations of the deceased,	Operate in an honest and trustworthy way demonstrating integrity in all duties respecting the dignity of the deceased at all times

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	release of ashes, personal effects, notifiable diseases and specialist services	identification, release of ashes, personal effects, notifiable diseases and specialist-services	
<b>Personal Development and performance</b>	Understand how personal development and performance contributes to success of the business Know how to identify personal goals and development opportunities and the support / resources available to achieve these Understand and identify different learning styles	Take ownership for own learning development and performance Carry out personal development activities Identify your own learning styles	Reflect on own ways of working and with support from your line manager, actively create and implement a personal development plan
<b>Products and services</b>	Know the full range and unique selling points of products and services offered by the business Know where to find information regarding specialist products and services	Take a proactive approach to providing clients with product and service information within your area of responsibility Offer information and assistance with specialist services and products	Promote the products and services offered by the business Consistently work to personalise the funeral to the needs of the deceased, client, family, and friends

**Funeral team member specialist: A funeral arranger delivers excellent client service by handling client enquiries and sales within the business. They deal with client enquiries face-to-face and by telephone, enter data into the client information system and handle payments. In some organisations, this role may be called a funeral planner. Funeral arrangers must complete all of the following specialist functions**

	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
<b>Arranging</b>	Understand the businesses' process for the care of the deceased Know the third parties involved and the role they play in delivering client needs Know how to plan/arrange a funeral according to client's needs within legislative boundaries and local constraints, rules and regulations Understand the importance of accurate calculation and completion of the client contract and the implications to the business if not completed properly	Arrange, plan and assist in visits to the deceased, ensuring client's needs are respected at all times Arrange at need or pre need funerals according to clients requirements, maintaining accurate records of all products and services ordered Complete, discuss and agree client contracts efficiently and according to business guidelines Gather and collate feedback from clients using the businesses approved systems and communication methods	Confidently communicate with clients and third party service representatives with understanding, empathy and integrity Demonstrate own initiative when carrying out arranging-activities
<b>Administration / Finance</b>	Understand the principles of operating commercially in a competitive industry Know the business administration / finance systems and how invoices are created	Access and use systems accurately, efficiently and within legislation requirements Maintain precise records of all products and services purchased by clients, arrange for	Consistently prioritise and arrange financial records and client accounts Consistently review information and clerical processes for errors and make

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		payments and finance agreements to be made in optimum time	corrections before finalising administration / financial duties
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**Funeral team member specialist: Funeral Operatives play an active role in assisting the Funeral Director performing transfers, assisting in the preparation and presentation of the deceased, preparing all types of coffins and assisting with visiting by relatives. Funeral operatives undertake driving duties to transport both clients and the deceased and respond to special requests from clients on the day. Funeral Operatives must complete all of the following functions**

	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
<b>Maintain and drive vehicles</b>	<p>Know the legal and business requirements for driving, maintaining and cleaning vehicles for example reporting damage</p> <p>Understand the importance of knowing routes and planning contingency routes before setting off, keeping up-to-date and checking local disruptions to routes in advance</p>	<p>Follow relevant legislation, codes of practice and business standards for driving, maintaining and cleaning business vehicles</p> <p>Use pre-arranged routes when driving business vehicles during funeral services and alternative routes when necessary reporting issues with routes to the appropriate person</p>	<p>Show pride in maintaining and cleaning business vehicles</p> <p>Remain calm and drive responsibly at all times</p>
<b>Care of the Deceased</b>	<p>Know how to handle, remove and move the deceased while maintaining dignity and respect</p> <p>Understand the environments, the equipment used and the importance of completing dynamic risk assessments to move the deceased.</p> <p>Know when and how to request additional support when carrying out the transfer of the deceased</p> <p>Know how to prepare and present the coffin and the deceased</p>	<p>Transfer the deceased using correct techniques ensuring client and business requirements are maintained</p> <p>Assist in the preparation and presentation of the coffin and the deceased</p>	<p>Be respectful of the deceased at all times</p>
<b>Funeral</b>	<p>Understand procedures and know your role for the 'day of the funeral' service</p> <p>Know how to bear coffins or use appropriate equipment safely, professionally and in varying environments with dignity and respect</p> <p>Know how to identify and handle potential incidents and when to escalate to an appropriate person</p>	<p>Attend funeral briefings and use information to assist in the delivery of the funeral</p> <p>Handle coffins and floral tributes safely and respectfully at all times</p> <p>Carry out allocated duties with dignity and respect to ensure the smooth running of the funeral</p>	<p>Actively and competently participate in the smooth running of the funeral service</p> <p>Remain calm and respectful in different situations and help colleagues to do the same</p>