

Emmaus St Albans
On-Line Sales and Retail Manager
Job Description



Accountable to: Retail Area Manager
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Responsible for: On-Line Sales and shop staff, Companions, and volunteers
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Hours of work: Flexible: 5 days/40 hrs/wk. 5 days, Monday to Saturday
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Annual leave: 25 days and statutory holidays

Purpose of the job

To be responsible for the effective operation of the shop with responsibility for:

- Ensure the establishment, growth and effective management of all on-line sales
- Effective management of the identification of stock, accurate up-loading and running of the on-line sales processes
- Effective management of the day to day running of the shop
- To optimise sales via all outlets
- Maintaining effective stock management and merchandising displays
- Managing and training shop and on-line sales volunteers and companions
- Carrying out shop administration
- Ensuring Emmaus policies and procedures are adhered to at all times

Tasks & Responsibilities

Strategic Role as Shop Manager

- To take day to day responsibility for managing on-line sales and the physical shop.
- To brief the Retail Area Manager at regular agreed intervals on progress in all areas of responsibilities.
- To propose actions for improvements in operations.
- To maintain an awareness of developments in internet sales, local shops, especially in the charity sector and alternative sales platforms, updating the Retail Area Manager as required.
- To maintain and develop good channels of communication with Emmaus Staff, Companions, customers and colleagues in other Emmaus shops, local communities and organisations.
- To provide cover for Shop Managers from time to time in other stores, as required by your Retail Area Manager. This would usually be through negotiation and mutual agreement, although in an emergency you may be asked to cover at short notice.
- To assist in inter-site transportation when required.

Optimising Sales

- To ensure on-line sales and shop meets sales targets set by the Retail Area Manager.
- To initiate marketing campaigns and sales promotions to increase sales.
- To ensure the right products are placed on-line sales, via the best platform

- To ensure accurate, appropriate and enticing descriptions accompany all on-line sales items
- Select, research, price, photograph and list stock on all on-line sales platforms
- Process package and arrange delivery of sold items
- Prioritise and allocate jobs and tasks to specific staff volunteers and Companions
- To ensure on-line sales and physical shop is competing effectively with competitors.
- To ensure all companions and volunteers maintain a high standard of customer care and accuracy in all activities including on-line sales product descriptions.
- To promote the store in the local community through initiatives, for example initiating stock appeals by writing to a local paper or working with local schools.
- To promote on-line sales through appropriate promotions and maximising opportunities for alternative or existing promotions or offers.

Maintaining Effective Stock Management & Merchandising

- To control pricing of items for sale
- To ensure the highest possible resale value of donated stock.
- To help develop a yearly Merchandising plan.
- To apply suitable display, merchandising and window dressing standards.
- To apply accurate descriptions and high standards of photography for on-line sales
- To control stock density and rotation, including placement and removal from on-line sales platforms.
- To initiate stock and sales promotions.
- To identify stock across all E. Herts sites suitable for on-line sales
- To assist with locating stock for solidarity
- To work with all the other Emmaus shops to move appropriate stock across sites.

Volunteer Management & Training

- To take day to day responsibility for managing and delegating work to Companions and volunteers ensuring satisfactory performance.
- To provide adequate supervision for companions and volunteers.
- To provide training, including Health and Safety induction for all companions and volunteers.
- To recruit volunteers.
- To lead and develop the staff/volunteer team in all areas of responsibility, encouraging effective communication, setting objectives, initiating work plans and helping to foster a positive team spirit through regular team meetings.

Administration

- To apply Trading Standards Regulations in all areas and ensure volunteers and companions are aware of these.
- To apply cash register and on-line sales record procedures.
- To take action to ensure the shop is adequately manned, help with planning and maintaining rota's.
- To handle takings using agreed procedures.
- To display and upload promotional information and posters for the Charity.
- To train and ensure the highest levels of telephone and on-line sales customer service.
- To train and encourage all staff in promotion of Gift Aid on all customer donations.

- To ensure all delivery & collection dockets are correctly filled out and present.
- Liaise with the other Emmaus shops when booking in collections if the customer needs urgent collections
- Ensure all online activity is compliant with platform regulations and rules
- Ensure compliance with GDPR or other statutory requirements pertinent to the post

Premises Management

- To ensure shop and warehouse housekeeping is to Emmaus standard.
- To take day to day responsibility for shop interior.
- To ensure all shop and on-line sales equipment is kept in good working order.
- To inform Retail Area Manager of necessary repairs, faulty equipment and maintenance.

Security

- To act as main key holder and delegate key holding to other volunteers within procedural guidelines.
- To ensure the security of shop takings.
- To provide best circumstances for the personal security of volunteers.
- To ensure that security procedures are understood and implemented by all volunteers and companions.
- To secure donated goods of high value and inform the Retail Area Manager.
- Ensure all on-line Sales items are securely stored inc. away from retail areas.

Health & Safety

- To apply the organisation's Health & Safety policy
- To carry out Risk Assessments as and when required and action them.
- To ensure that health and safety procedures are understood and implemented by all companions and volunteers.
- To report any incidents or concerns to the Retail Area Manager.

General

- To carry out these tasks and responsibilities with an understanding of and commitment to Emmaus equal opportunities policy.
- To use new technology as required.
- To do all within your powers to keep Emmaus property secure and in good working order.
- To carry out any other duties deemed appropriate by the Retail Area Manager.

This job description may vary from time to time according to the needs of the charity and should not be regarded as an inflexible specification.

On-Line Sales and Retail Manager

Person Specification

Essential	Desirable
<p>Education:</p> <ul style="list-style-type: none"> • Educated to GCSE level or equivalent including passes in English and Maths 	<p>Education:</p> <ul style="list-style-type: none"> • Health and Safety trained • First Aid Current
<p>Skills:</p> <ul style="list-style-type: none"> • Effective time management, communication and organisational skills • Excellent Customer service skills • Effective written skills • Understanding of Budgets, KPI, profit and loss 	<p>Skills:</p> <ul style="list-style-type: none"> • Negotiator • Conflict resolution • Managing challenging behaviour • Ability to identify new opportunities and generate new ideas • Marketing experience
<p>Experience:</p> <ul style="list-style-type: none"> • Experience of developing high volume selling and maximising on-line sales in the order of £100k/year • Coaching, team building and supervision of van crew • Implementing systems and processes • Proven experience in logistics/driving including Deliveries/collections, meeting agreed objectives/targets • Proven experience of working constructively in multi-disciplinary teams in both support and leadership roles 	<p>Experience:</p> <ul style="list-style-type: none"> • 100+ Positive eBay/ on-line sales feedback • Voluntary/Charity sector experience • Stock control and logistics management • Recycling and second hand retail • Management of multiple collections/deliveries • Volunteer supervision • Working with vulnerable adults in a supportive role
<p>Knowledge:</p> <ul style="list-style-type: none"> • Understanding logistical aspects of on-line sales and physical retailing – relationship between store and Van crew, generating business growth • Issues surrounding confidentiality and data protection • Health and Safety: Fire safety, COSHH, manual handling, risk assessment, first aid, food hygiene 	<p>Knowledge:</p> <ul style="list-style-type: none"> • Knowledge and understanding of issues surrounding homelessness • Organisational audits • Retail and trading law • Professional boundaries • Understanding of the rights and responsibilities of vulnerable adults

<p>Other:</p> <ul style="list-style-type: none">• Accepting and promoting the values and ethos of Emmaus• Commitment to work with companions, volunteers to achieve the shared aims.• Ability to work on own initiative• Flexible attitude to work, able to attend weekend and evening meetings• Ability to stay calm under pressure	<ul style="list-style-type: none">• Driving licence• Awareness and understanding of Equal Opportunities
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Due to the nature of the role and the work with vulnerable adults, an enhanced DBS check will be mandatory.