



## **JOB DESCRIPTION**

**Post Title:** E-Trading Development Manager

**Responsible To:** Retail Area Manager

**Accountable To:** Head of Retail

### **Overall Purpose of the Role**

- A key role to drive forward the growth and development of our online e-trading business you will be working closely with the Retail Area Manager (RAM) to deliver the St Luke's retail strategy, increase online sales and deliver budgeted growth expectations.
- To oversee the running of all E Trading Channels with full responsibility of delivering the agreed budget.
- To maximise sales and expansion of existing E Trading channels; E-bay and Amazon.
- To establish, launch and manage the expansion of a range of new online shops/ventures whilst working closely with RAM to deliver.
- Researching a broad portfolio of E- trading channels, that appeal to a broad base of customers to launch for growth of income.
- Be an e-trading champion and drive and inspire others to be the same both throughout the organisation.
- Actively support an environmentally and socially conscious ethos in relation to E Trading practices.

Please note – as with all roles, it is likely that there will be a need to amend and adapt the purpose, responsibilities and reporting associated with this role as the organisation changes in the future. The job description is therefore a living document and will be reviewed from time-to-time, in discussion with the post-holder.

## **Key Responsibilities**

### **1. Driving Income Growth and Development**

- 1.1 Be ambitious in growing profits and inspire an innovative action plan, whilst supporting the long-term Etrading and retail strategy to achieve a growth in results, working closely with RAM.
- 1.2 Ensure all cost and income budgets outlined in agreed objectives to be achieved.
- 1.3 Identify areas of opportunity to grow the e-trading business on new platforms, and delivering on new departments, working closely with the RAM for implementation.
- 1.4 Develop annual promotional activities that complement the wider retail offering.
- 1.5 Be aware of industry trends, competitor's performance trends and report back on any relevant developments within the sector. Execute recommendations to put St Luke's at the forefront of Charity e-trading.
- 1.6 Champion continual improvement through frequent monitoring, analysis and evaluation of metrics regarding sales, customer service feedback and delivery logistics to deliver to RAM.
- 1.7 Undertake any other appropriate duties required to achieve performance targets and realise the full potential of the retail chain

### **2. Building on the St Luke's E-Trading reputation and brand**

- 2.1 In conjunction with the Marketing and Communications branding objectives, implement a full brand identity for all St Luke's e-trading platforms.
- 2.2 Work closely with the Marketing and Communications team to implement the production of an annual marketing plan for promoting online channels across all media.
- 2.3 Delivering highly effective communications channels, processes and training packages to ensure the Shop management team can fully support E-trading activity to maximum effect; e.g identify and present high value and collectable items for sale through e-trading channels.
- 2.4 Support and maintain a reporting programme to monitor and communicate progress and development of e-trading sales and initiatives.
- 2.5 Drive excellence in customer service. Aspire to achieve and maintain 100% feedback.
- 2.6 Conduct weekly sales and performance reviews and provide analysis of performance against agreed metrics, introducing new ones where required.

### **3. Driving Excellence**

- 3.1 Establish excellent standards in visual merchandising of products via all online channels.
- 3.2 Produce and maintain high quality digital photography to enhance the offer of donated items sold on our e-trading channels, in line with any brand guidelines.
- 3.3 Manage the posting/fulfilment service ensuring products are packaged and dispatched promptly and securely. Ensuring that the costs and methods of fulfilment is reviewed regularly, and recommendations are discussed with the RAM.
- 3.4 Ensure that all the descriptions of items sold through e-trading channels are fully accurate.
- 3.5 Manage stock inventory levels of donated and new goods to ensure optimum availability.
- 3.6 Proactively drive the donation of items suitable for e-trading channels by working with other departments.
- 3.7 Allocate products to the correct income department category in order to maximise sales of donated items through e-trading channels using EPOS.
- 3.8 Be responsible for sorting, categorising and pricing donated goods to make sure items are fit for selling as per the e-trading procedures.
- 3.9 Be responsible for ensuring compliance with Trading Standard Regulations in line with Organisational Policy, reporting any non-compliance to RAM.
- 3.10 Perform regular site testing to ensure optimum levels of functionality.
- 3.11 Ensure that the product range is attractive, accurately described, competitively priced, and growing sales performance.

### **4. Inspiring People**

- 4.1 Conduct regular team meetings within the e-shop for staff and volunteers, updating them on the progress of the e-trading channels, St Luke's, and the overall e-trading objectives and targets, to support the retail and business strategy.
- 4.2 To lead, develop and coach the E trading team members.
- 4.3 To inspire, coach and motivate a flexible E trading volunteer team; Ensure sufficient volunteer cover through effective management of team resources e.g. rotas, holidays and lieu time and that those volunteers are effectively managed on a daily basis. Allocating workloads fairly and consistently.
- 4.4 Volunteer retention: To support the work of the Volunteer Team to ensure that the 'Volunteer's Journey' is effectively managed and work closely with the E-trading Deputy Manager and Volunteering team to recruit, train, manage and retain volunteers to ensure staffing levels are in line with requirements.

- 4.5 Volunteer acquisition: To support the work of the Volunteer Team to ensure that we are taking a proactive, flexible approach to attract new Volunteers to e-trading opportunities.
- 4.6 Work closely with the volunteering team to develop the skills of the volunteers, to ensure they are engaged in all areas of the online operation, identifying any ongoing training and development needs.
- 4.7 Facilitate and document training sessions, to ensure volunteers receive consistent, regular and relevant training, this may include; effective sales, customer service, security and stock management functions.
- 4.8 Inspire and encourage diversity amongst the volunteering team.
- 4.9 Attend Retail Management Meetings, budget meetings and any other meetings as required as indicated by the RAM and Head of Retail, and cascade information to the team as appropriate.
- 4.10 Travel where required to provide support the retail chain where needed to encourage support and awareness of e-trading platforms.

## **5. Security, Compliance and Health and Safety**

- 5.1 Ensure that all St Luke's administrative and financial procedures are followed in a timely manner, including banking, weekly returns, maintenance of petty cash account, performance returns, and volunteer records.
- 5.2 Ensure all daily administration is completed, actioned, mailed and filed securely and correctly within St Luke's and retail guidelines.
- 5.3 Ensure we comply with all Trading Standards regulations and any regulations specific to third party sites upon which we trade.
- 5.4 Ensure that all electronic records and e-mails are actioned or responded to appropriately and within timeframes set, complying with the data protection act, GDPR rules and St Luke's security procedures.
- 5.5 Ensure all relevant staff and volunteers associated with E-trading operations are trained and carry out the correct procedures for cash and stock handling.
- 5.6 Support and action detailed risk assessments for health and safety and security of goods and people for all e-trading areas. Communicate these as necessary.
- 5.7 Be the key point of contact for security, and inform the relevant bodies where there has been a suspicion of a breach of any security procedures.
- 5.8 Key to this role will be collaborate working with the RAM, Donation Centre Manager and the Head of Property, Procurement and Logistics to ensure that the E-Trading area is compliant with all Health & Safety regulations and that all relevant Risk Assessments are actioned.

All St Luke's employees are required to:

- Abide by the Health & Safety at Work Act.
- Attend mandatory training annually.
- Respect confidentiality applying to all St Luke's areas.
- Work within St Luke's policies and procedures.
- Comply with the St Luke's no smoking policy.
- Participate in and contribute to team meetings.
- Co-operate and liaise with departmental colleagues.

All St Luke's employees are expected to:

- Demonstrate a commitment to their own development, to take advantage of education and training opportunities and develop their own competence.
- Support and encourage harmonious internal and external working relationships.
- Make a positive contribution to fundraising and raising the profile of St Luke's

## **Our Values**

The Board and Executive agreed St Luke's organisational values in 2015 ensuring they reflect our culture and what we want to achieve together. We have four simple values which set out how we work together to achieve success at St Luke's.

No matter what area of St Luke's we work in and no matter who we work for, we are committed to the following ways of working:

- Compassionate
- Dignified
- Inspired
- Pioneering

Values are really important throughout every team here at St Luke's, we are all responsible for ensuring our values are displayed and to ensure they form a core part of everything that we do at St Luke's. They influence our behaviours, our language, the way we interact with each other as employees and also as human beings. In bringing our values to life, we have created a booklet entitled 'The Little Pink Book' which supports all of us at St Luke's in helping us to put our values into action through our behaviours every day.

We expect staff to familiarise themselves with our values and the expected behaviours, and to ask if they feel these conflict in any way with their roles. These values and behaviours will be used as a reference in our day-to-day working lives, and how we respect St Luke's and those associated with it.

**This Job Description is not exhaustive. It will be subject to periodic review and may be amended following discussion between the post-holder and employer.**

**Reviewed:        March 2021**

**Review Date:    March 2021**

