

JOB DESCRIPTION

Job Title:	e-Commerce Manager
Team/Directorate:	Retail
Salary range:	£27,000-£32,000
Reports to:	TBC - to be discussed at interview
Direct reports:	Volunteers
Hours:	37.5 hours per week
Location:	Distribution Unit GU21 2EP will be mobile across all SSCH shops and any other locations as required
Job holder:	New post

Part 1: Job Profile

a) Main purpose of job

As our e-Commerce Manager you will manage and develop our online retail operation bringing a fresh new approach to drive profit and grow income to support the hospices and retail strategy. Responsibilities include optimising our current eBay operations and developing the Hospice's online retail presence into multi-channel sales, increasing the profitability of all online sales. In time there may be the requirement to develop a dedicated Shooting Star Children's Hospices online website.

You will be required to ensure there is a smooth, professional and efficient operation including responsibility for selection of appropriate items, producing engaging listings, pricing to optimise revenue, packing and despatching as well as maintaining excellent customer relations.

b) Work relationships

The post holder will work closely with and report directly to the line manager (tbc) and will also work with the following:

- Distribution and Logistics Manager
- Shop Managers, Assistant Managers and volunteers
- Volunteer development team
- Volunteer support team
- Finance team
- Fundraising teams
- Comms & marketing team

c) Decision making authority

The post holder will be required to make decisions on a short and long-term online sales strategy. They will need to decide on the appropriate platforms for online sales, the suitability and pricing of items to list in order to create an effective and target driven online sales operation which maximises our income potential.

The post holder will make decisions around the rostering of e-commerce volunteers and delegation of duties.

d) Scope of job

1. Strategic Direction (25%)
2. Leadership and Management of the online volunteer sales team (15%)
3. Selection, valuation, listing, packing and despatching. (35%)
4. Customer Service (10%)
5. Sales, gift aid and financial reporting (10%)
6. Budgeting (5%)

Part 2: Main duties and key responsibilities

1. Strategic Direction (25%)

- Develop and implement a short and long term e-commerce sales strategy supporting and developing key objectives and goals
- Ensure that the strategy for online stock generation and management, pricing and sorting (including the identification of designer goods) is effective.
- Source new platforms and software innovations to streamline our online activities
- To work with Comms & Marketing to create and implement an effective marketing strategy for our online sales activities.
- Keep abreast of new developments in the e-commerce world, continually looking for new e-commerce platforms or innovations to keep Shooting Star Children's Hospices online at the forefront in the sector

2. Leadership and Management of the online volunteer sales team (15%)

- Work with Volunteer Development team to ensure there is an effective annual plan for the recruitment, induction, management and development of volunteers which delivers the optimum number and quality of volunteers required for the eBay and online sales function.
- To lead and motivate the team to provide excellent customer service and be responsible for resolving any complaints.
- To lead and motivate through the regular and consistent application and demonstration of the Shooting Star Children's Hospices values which includes not selling online anything which will bring the hospice into disrepute.

3. Selection, valuation, listing, packing and despatching (35%)

- To be aware of what items sell well online and to develop our online sales according to the pricing and marketability of items, ensuring that these are managed effectively in order to maximise online sales.
- Ensure products are added to online websites in a timely and accurate manner and use your SEO expertise to maximise traffic and sales opportunities
- Work closely with the Distribution and Logistics Manager to ensure effective stock management is in place to service online demand.
- Ensure that effective and positive relationships are built between the online sales team and the shops for sourcing of such goods and that toolkits are developed for shop managers to build a good understanding of what sells well online.
- To ensure the most effective use of allocated storage space to ensure the smooth running of our online sales operation.
- To carry out 'hands on' sales activities such as product photography, creating engaging and effective listing descriptions, stock management, shipping and fulfilment

4. Customer Service (10%)

- To provide an enhanced customer experience, ensuring customers feel valued, and receive their items in a timely manner.
- Continually monitor ratings and reviews from customers ensuring any potential problems are resolved

5. Sales, Gift Aid and Financial Reporting (10%)

- To increase the profitability of our online sales by increasing the quantity and value of our online sales items and by scoping other online sales options.
- To ensure accurate financial and weekly sales information is sent to the Finance Dept including providing financial information to enable effective reconciliation between the eBay and Paypal accounts and any other financial information relating to other online sales platforms as required. Ensure there is an effective reporting and crediting system to track individual online shop sales.
- Ensure all weekly & monthly and other reporting is accurate and submitted in a timely manner and within expressed timescales.
- To maximise eligible Gift Aid revenue.
- Prepare reports analysing success of campaigns, and assessing sales against KPIs such as sales volumes, web traffic, user experience and engagement levels, to guide decision making and reactive changes.

6. Budgeting (5%)

- Working with the line manager to produce yearly business plans and manage the e-Commerce section of the Retail budget.

7. Other duties

The post holder will be working in a developing environment and they will therefore be expected to undertake other appropriate duties as required for the effective operation of Shooting Star Children's Hospices.

- The post holder will need to be able travel efficiently around the area of work including to all shops
- The post holder will be required to apply for a Disclosure and Barring Service check
- Flexibility to work at weekends and evenings if required.
- To agree holidays with the Logistics and Distribution Manager so that the Distribution Unit has a staff presence at all times.

8. Mandatory Criteria

1. Professional Codes of Conduct

The post holder will be required to respect professional codes of conduct and practice relevant to their role, as appropriate

2. Health and Safety

The post holder will be responsible for health and safety in the area under their control and ensure that they are familiar with Shooting Star Children's Hospices policy on health and safety at work.

3. Mandatory Training

The post holder will complete all mandatory training relevant to their role

Professionalism – *we will safeguard our families, each other and our organisation by working to ethical and professional standards at all times.*

Respect – *We will treat each other with the utmost respect.*

Integrity – *We will be open, honest and transparent in all that we do.*

Diversity – *We will respect individuality and ensure inclusion and fairness to all.*

Excellence – *We will strive for excellence in all that we do.*



Part 3: Person specification: Qualifications, experience and skill levels

a) Qualifications

Essential

- 5 GCSE's A-C or equivalent including Maths and English
- e-Commerce, Business or marketing qualifications or equivalent experience
- A driving licence and access to a vehicle for use whilst working

Desirable

- Retail or customer service qualification

b) Experience

Essential

- Proven experience of trading on eBay and other online platforms
- A minimum of 2 years working at a mid-senior level in an e-commerce role is essential to this role as is a proactive and problem solving attitude.

c) Knowledge and Skills

Essential

- Involvement in the development and delivery of an Ecommerce strategy
- Strong commercial acumen and understanding of online selling
- Ability to demonstrate technical skills in managing content and developing functionality across various digital channels
- Understanding of pricing and marketability of online sold goods
- People management skills
- Research and/or benchmarking skills
- Experience of dealing with financial/processing procedures
- Good verbal and written communication skills
- Basic technical understanding of the architecture of an ecommerce website

- Good knowledge of MS Office, Excel, Google Analytics, SEO, online advertising platforms eg AdWords

Desirable

- Experience of working in the charity retail sector
- Experience of managing a team of volunteers

d) General attributes

- Able to work on own and as a team player
- Proactive and problem solving attitude
- Self motivated and able to use own initiative whilst recognising when to refer decisions upwards
- Strong interpersonal skills
- Commercially astute and target driven
- Ability to multi-task and work under pressure
- Good attention to detail and consistent