



Head of E-commerce, Fledglings

£48,495 to £52,489
Permanent/Full Time
Flexible Home based or City Road (London HQ)

For an informal and confidential discussion about the role, please contact our recruitment partner:
Vikki Park, Principal Consultant, NFP Consulting

E: vikki.park@nfpconsulting.co.uk

Application is by way of a CV and a Supporting Statement.

How to apply

Apply online at www.nfpconsulting.co.uk/jobs

Closing date: 31st January 2022

Selection and timescales:

There is a two stage selection process.

First Interviews: Week commencing 7th February

The format of the interviews will be determined by the COVID-19 guidelines and restrictions that apply at the time.

Accessibility:

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview. Any requests will not be taken into account in the selection process.

Fledglings is part of the national charity, Contact

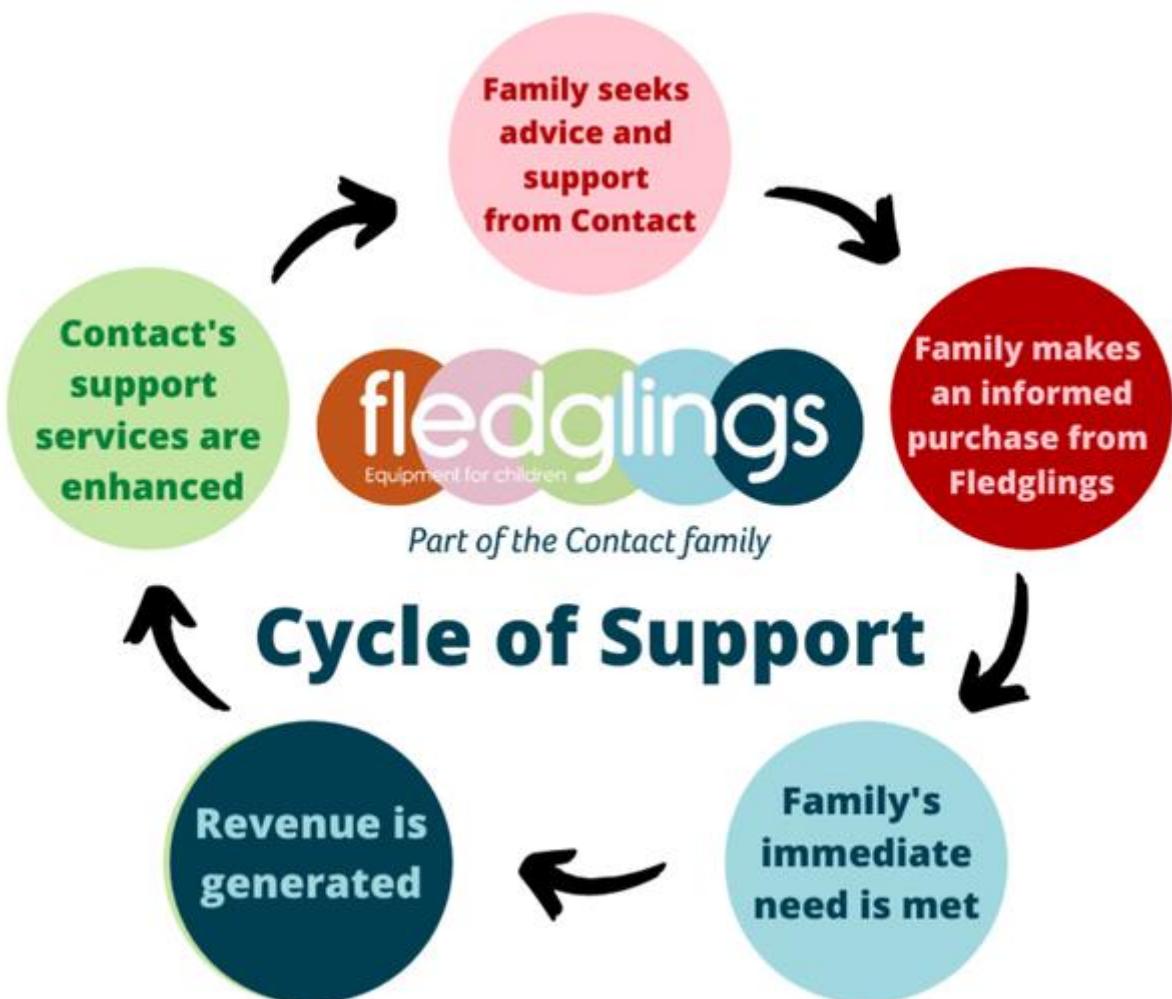
Our Story

Fledglings are a non-profit shop that helps children and adults with special needs by supplying products and equipment that help with everyday challenges. They provide an easy and trusted environment to find the right solutions and allow people to connect and share their experiences.



Fledglings was born in 1998 out of founder Ruth Lingard's passion and drive to help parents and carers of children with special needs find simple solutions to everyday challenges they face. As a special needs teacher and social worker, Ruth had a wealth of experience helping families and children, and Fledglings gave her an opportunity to reach more people in need.

Since February 2019, Fledglings has joined Contact, the charity for families with disabled children. Like Fledglings, Contact was founded by families of disabled children, who recognised that even if their child's conditions were different, they shared a common experience - of being a family with a disabled child. They understood how important it is to support each other.



Fledglings and Contact share the same vision: To support families with disabled children, making them feel valued, strong and confident to make the decisions that are right for them.

Fledglings works with over 80 partners, many of whom have been with us from the very start. Now families looking for practical products for their disabled child will not only be able to access over 2000 Fledglings product solutions, but will also benefit from Contact's specialist information, support and advice – all in one trusted place.

Every purchase from Fledglings directly helps Contact to continue supporting families of disabled children with expert information and advice. Supporting Fledglings means Contact can continue bringing families together at events and workshops to support each other, and help families volunteer, fundraise and campaign to improve their lives and the lives of others - this is our cycle of support.

For further information please visit www.fledglings.org.uk/

Welcome

Thank you for your interest in this opportunity.

Fledglings exists to provide a vital service to families with disabled children, to reach new audiences to support and to deliver a sustainable income stream for Contact.

This role which will head up the Fledglings E-commerce team providing the successful candidate with the opportunity to shape the e-commerce proposition and strategic direction for this well-established, growing brand.

The feedback from families with disabled children has been overwhelmingly positive and we are excited to add to our team. Fledgling's USP is that families can access everything they need in one place. One of their key strengths is the range and depth of the products and the fact that many are bespoke - offering a unique opportunity to maximise commercial acumen while achieving social good!

This is a great opportunity to grow and sustain a life-transforming e-commerce provider.

We hope you feel encouraged to apply.

Mark Davies
Director of Fundraising
Contact

Job Description

Job Title:	Head of E-Commerce, Fledglings
Salary:	Range £48,495 to £52,489 Permanent full-time
Responsible For:	Overall management of Fledglings with responsibility for developing and driving the strategy to grow income and achieve sustainability.
Responsible To:	Director of Income Generation
Department and Location:	Income Generation Flexible Home based or City Road (London HQ) If home based a minimum of 1 day a month in the City Road office is required.
Job Purpose:	Responsibility for implementing the strategic direction of Fledglings, as directed by Director of Income Generation, to achieve financial sustainability. Implementing Fledgling's ecommerce growth strategy and delivering the strategic initiatives and leading the day to day operational running of Fledglings.
Main Duties:	<ul style="list-style-type: none"> • Implementing Fledgling's growth strategy encompassing B2C and B2B including scoping initiatives to increase sales and improve profit margins. • Responsible for providing clear reporting on Fledgling's performance to the Senior Management Team (SMT) and Contact's Board. Attending SMT and Board meetings as required. • Managing the P&L for e-commerce including income targets, delivery of KPIs and management of costs to deliver annual plan and budgets based on the growth strategy and robust analysis of performance. • Leading the buying and merchandising strategy and implementation including sourcing and supply. • Overall responsibility for setting core KPIs for sign-off by the Board. • Overall responsibility for delivering monthly reports on customer analytics and progress against KPIs to the Director of Income Generation. • Improving customer conversion rates, profit margins and

	<p>increasing sales.</p> <ul style="list-style-type: none"> • Identifying new B2C and B2B customers and markets to grow income. • Reviewing logistics and systems to deliver improved stock management, order fulfilment and margins. • Reviewing the staffing structure and staffing model and devising a plan to create a structure that is fit for purpose and enables Fledglings to become sustainable. • Nurturing and developing the team to support all elements of e-commerce activity, ensuring they are efficient, motivated and focussed on delivery, and learn and develop in the role. • Ensuring that the Fledglings offer is integrated into Contact's wider support offer for families working closely with colleagues in Family Support and Business Development and Digital & Communications teams. • Working closely with the Development and Digital & Communications team to identify opportunities for growth; testing marketing initiatives, promotions and materials in line with the strategy. • Supporting the fundraising for Fledglings as required. • Ensuring that our Fledglings offer positively reinforces wider Contact strategic aims and Contact's online presence and brand.
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This is a description of the job as it currently stands. It is the practice of the organisation to periodically examine job descriptions and to update them to ensure that they relate to the role as it is being performed. All changes are discussed with employees before they are implemented.

Person Specification

The person appointed will be expected to have the key essential skills, knowledge and experience listed below. The items under the heading ‘desirable attributes’ will also be useful for Contact and the post holder. However, candidates who do not have these desirable attributes should not be deterred from submitting an application.

Job Title:	Head of E-Commerce – Fledglings
Essential skills, knowledge and experience	<ul style="list-style-type: none">• Experience of leading an E-Commerce business, ideally for a charity or retailer.• Strong track record of leading an e-commerce team.• Strong track record of e-commerce sales and profit growth.• Proven ability to use research, insight, and analysis to drive activity and achieve results. Commercial focus with deep understanding of e-commerce KPIs.• Experience of overachieving on KPIs and delivering ambitious sustainable growth.• Excellent written and verbal communication skills at all levels internally and externally, constantly able to update on the state of play.• Motivation to work towards and exceed targets.• A strong work ethic and time management skills.• Financial literacy, experience of devising and managing e-commerce budgets and providing sales analysis.• Experience of developing and managing relationships with B2C and B2B customers.• Experience of briefing digital marketing campaigns to generate profitable customer acquisition and brand engagement across all key marketing channels.• Have a strategic mind-set but the want and desire to be hands on and operational as the role requires this attitude.• Familiarity with website creation and management tools, including content management systems and design tools
Desirable skills, knowledge and experience	<ul style="list-style-type: none">• Relationships with, or knowledge of, potential B2B markets for Fledglings e.g. special schools, local authorities, health services, relevant charities.• Experience or knowledge of e-commerce with social purpose.• Experience or knowledge of the Shopify e-commerce website platform.• Experience or knowledge of the challenges families with disabled children experience.

Competencies	<ul style="list-style-type: none"> • Accountability: Takes responsibility for own behaviour and the consequences of own actions and acts in accordance with organisational standards. • Communication and influence: Gives and receives information effectively, persuades others and negotiates to achieve the best possible outcomes. • Delivering Results: The ability to achieve objectives and ensure high quality results. • Business Orientation: The ability to recognize and take advantage of internal and external opportunities aiming to improve • Creativity and innovation: The ability to come up with original and innovative ideas and solutions, challenging conventional thinking and finding ways to improve. • Relationship Building: The ability to develop, maintain and strengthen partnerships with others inside or outside the organization that are of mutual benefit.
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Application is by way of CV with a Supporting Statement that should set out your motivations for applying and how your work experience to date meets the scope of the responsibilities. As a general guide, your Supporting Statement should be around two sides of A4.

Closing date: 31st January 2022

Selection timescales

There is a two stage selection process.

First Interviews: Week commencing 7th February

The intention is to hold the second and final interviews on-site at the charity's offices and in full compliance with the legal requirements and Government guidance for the containment of the spread of COVID-19 that apply at the time.

Accessibility

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview, completing any part of the selection process. Any requests will not be taken into account in the selection process.