



Job Description

Job Title: Ecommerce Manager
Contract type:
Salary: £22,000 to £28,000 based on expertise and experience
Hours:
Department: Retail
Reports to: Retail Operations Manager

MINIMUM QUALIFICATIONS

Please see person specification.

JOB SUMMARY

To effectively manage the day to day running of eCommerce for Wakefield Hospice with the aim of achieving optimum profit by maximising sales, and controlling expenses in line with Annual Budgets. Assist in recruitment and retain a motivated team of volunteers.

INTRODUCTORY NOTES

1. This document is a guideline to the general scope of duties involved and may be subject to review.
2. In addition to amendments requested by the hospice, suggested changes to the content of this document which could improve the job description would be welcome from the post holder.
3. The post holder will have a duty to be aware of and adhere to all the rules and regulations of professional governing bodies and any particular Acts of Parliament or other statutory requirements, which may change from time to time.
4. The post holder may have access to information which is strictly confidential. It is a condition of employment that under no circumstances will such information be discussed or shared with unauthorised person or persons.
5. The hours of work will be organised according to a department rota system. Weekends and bank holidays will be part of the normal working week. The post holder is required to work additional hours as necessary to fulfil their duties to the satisfaction of the Hospice.

DUTIES AND RESPONSIBILITIES

To develop and support the day to day running on the Online operation with a hand-on approach

Sales / Financial

1. Meeting agreed financial targets for income, expenditure and profit.
2. Working collaboratively with the Retail Operations Manager & Director of Income Generation in developing and setting annual budgets/targets/KPIs for online sales and developing longer term strategic plans for this income stream.
3. Awareness of retail gift aid and its potential value to the business.

Management

4. Develop the short and long term online sales strategy, identifying the key objectives and goals.
5. Responsible for the development and management of our online sales function (to deliver a multi-channel platform including, but not limited to: Depop, Vinted, Discogs, Etsy, Amazon, eBay, Facebook Marketplace and other auction sites) in order to create an effective and target driven online sales operation which maximises our income potential.
6. Investigate the use of other sales platforms as appropriate, and establish processes and procedures for successful trading on those sites.
7. Proactively researching, planning and implementing new digital concepts to support income generation.
8. Collaborate and learn from other hospices and other charities to evaluate new initiatives and strategic advances for implementation at Wakefield Hospice.
9. Analyse online sales data to inform strategy and ensure the team have a shared understanding of effective online selling.

Operational

10. Increase the profitability of our online sales by growing the quantity and value of our online sales items and by scoping other online sales options.
11. Ensuring listing capabilities of the operation are maximized.
12. Ensuring all listings are completed in a manner that best attracts the highest level of views/bids.
13. Maintaining effective stock control of all items within the business.
14. Managing the profitable selling of new goods online where appropriate.
15. Ensuring purchased items are packaged appropriately and sent out in a timely manner.
16. Completing all relevant administration on time and to a high standard.
17. Driving engagement with online purchasers and donors by providing excellent customer service and building effective relationships.
18. Providing excellent customer care through quality of service, dealing with complaints both efficiently and effectively, and having a working knowledge of Wakefield Hospice.
19. Ensuring adequate security of goods, monies, data and passwords.
20. Assisting with the general day to day running of the department as necessary.

Communication

21. Working with department and hospice colleagues to create and implement an effective marketing strategy for our online sales activities.
22. Ensuring the best use of our online presence, promoting our brand and messaging online, to facilitate brand awareness and supporter engagement.
23. Reporting to the Retail Operations Manager on a daily/weekly basis.
24. Attending meetings with department and hospice colleagues as appropriate.

25. Liaising with the warehouse manager to create and maintain a stock generation strategy, to ensure a continuous supply of quality donated items suitable to sell online.
26. Building and developing positive internal and external relationships.
27. Actively supporting any fundraising promotions as directed by the Director of Income Generation, Fundraising Manager or the Retail Operations Manager.

Compliance

28. Maintaining accurate financial records for inspection by the Retail Operations Manager, Finance and company auditors.
29. Ensuring that no monies or goods belonging to Wakefield Hospice are taken from the online operation without authorisation from the Director of Fundraising and the Area Retail Manager.
30. Carrying out internal audit checks to ensure compliance with company policies and procedures.
31. Ensuring compliance with the rules and regulations of the relevant online trading platforms and other legal obligations.
32. Dealing with any valuables or personal information found among donated goods in line with company policies and procedures.

Staff and Volunteers

33. Recruiting, supporting and retaining staff and volunteers by providing guidance, support, training, communication and motivation necessary to secure their competence and commitment.
34. Coaching, developing and managing the performance of the staff team.
35. Adequately staffing the department at all times in order to maintain the level of service and sales expected by Wakefield Hospice.
36. Creating a happy working environment to enhance the working experience for staff and volunteers.
37. Ensuring that all Wakefield Hospice policies and procedures are adhered to by all staff and volunteers.

Health and Safety

38. Providing a safe environment that protects all staff, volunteers and the public.
39. Following health and safety policy & procedures and delivering training when needed.
40. Complying with all Health and Safety regulations as per Wakefield Hospice's Health and Safety Policies and procedures.
41. Being responsible for completing monthly safety inspections and specific risk assessments.
42. Participating in and ensure the teams completion of mandatory training within agreed timescales.

Other Duties and Conditions of Service

43. Undertaking any other duties which may be requested in the interest of Wakefield Hospice.

Person Specification

E = Essential - D = Desirable

Person Specification

CRITERIA	STANDARD	E/D	MEASURED BY
Work Experience	Online Retail experience - minimum of 2 years	E	Application form / interview
	Worked in a target driven environment	E	Application form / interview
	Entrepreneurial and commercially minded	E	Application form / interview
	Numerate	E	Application form / interview
	IT literate and experienced in the use of on-line marketplaces	E	Application form / interview
	Experience of working in the voluntary sector or with volunteers	D	Application form / interview
Qualification	Educated to GCSE or equivalent in Maths and English	E	Application form / interview
	Has a Retail Management NVQ	D	Application form / interview
	Have attended retail sector training courses	D	Application form / interview
Skills	Ability to form good working relationships with other managers, staff at all levels and volunteers	E	Application form / interview
	Ability to demonstrate a solid understanding of retail, with a knowledge of the latest innovations and ideas you have initiated	E	Application form / interview
	Leadership skills	E	Application form / interview
	Ability to think strategically and plan effectively	E	Application form / interview
	Merchandising / high quality photography of items	E	Application form / interview
	Self-motivated and ability to motivate others	E	Interview
	Must be target orientated	E	Application form / interview
	Ability to meet deadlines and work under pressure	E	Application form / interview
	Problem solver	E	Interview
	Ability to work with flexibility	E	Interview
	Ability to work effectively as a team member	E	Application form / interview
Personal Characteristics	Sympathy with the aims and objectives of Wakefield Hospice	E	Application form / interview

	Car owner	D	Application form / interview
	Lively, enthusiastic, naturally positive and self-reliant.	E	Interview