



PILGRIMS HOSPICES IN EAST KENT

JOB DESCRIPTION

Job Title:	eCommerce Manager
Department:	Retail
Responsible to:	Retail & Business Development Manager
Accountable to:	Retail & Business Development Manager
Location:	Chartham eCommerce office

General

Employing over 400 staff and supported by 1500 volunteers, Pilgrims Hospices in East Kent is one of the largest hospices in the UK with units in Canterbury, Margate and Ashford. Each unit provides in-patient facilities, day hospice care and a team of Community Nurses to provide advice and support to patients in their own homes. All our services benefit from a well-resourced multidisciplinary team including full-time counselors and chaplains at each site, with support from a range of other dedicated therapy staff.

In addition, the hospice has a central services team comprising Human Resources, Education, Accounts, IT Retail, Fundraising and Lottery

Retail

A key income generator for Pilgrims Hospices are our 30 shops and Online selling operation, which are supported by our distribution centers and logistics personnel..

We are proud that our shops are staffed by volunteers and together they have a cumulative turnover of circa £4.4m.

Purpose

The post holder will support the Retail Team in the effective day to day operation and management of Pilgrims Hospices Online shops and volunteers. Details for duties and responsibilities are as follows:

1. Job Dimensions

To support and develop the day to day running of the Online operation.

- Meeting agreed financial targets.
- Develop the short and long term online sales strategy supporting and developing key objectives and goals.
- To be 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.
- To work collaboratively with the Retail & Business Development Manager in developing and setting annual budgets/targets/KPIs for our online sales and developing longer term strategic plans for this income stream.
- 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 work with Comms & Marketing to create and implement an effective marketing strategy for our online sales activities.
- To ensure the best use of our online presence, promoting our brand and messaging online, to facilitate brand awareness and supporter engagement.
- To drive engagement with online purchasers and donors by providing excellent customer service and building effective relationships.
- Analyse online sales data to inform strategy and ensure the team have a shared understanding of effective online selling.
- Be proactive in researching, planning and implementing new digital concepts to support income generation
- To collaborate and learn from other hospices and other charities to evaluate new initiatives and strategic advances for implementation at Pilgrims Hospices.
- Ensuring listing capabilities of the operation are maximized
- Ensuring all listings are done in a manner that best attracts views/bids
- Maintaining effective stock control of listed items
- Maintaining effective control of items that have attracted bids
- Controlling stock that has been sent to eCommerce from the rest of the retail estate.
- Managing and training volunteers.
- Carrying out administration of all online platforms.
- Ensuring adequate security.
- Ensuring purchased items are packaged appropriately and sent out in a timely manner
- Following health and safety policy & procedures and giving training when needed..
- Being aware of our Gift Aid operation and ensuring Gift Aided items are recorded accurately..
- Investigate the use of other sales platforms as appropriate, and establish processes and procedures for ensuring successful transactions on those sites.

2. Principal accountabilities and responsibilities

General

- To Manage the eCommerce team of paid staff and Volunteers.
- To ensure all activity is conducted within relevant legal and regulatory guidelines.
- 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
- Provide a courteous and helpful service to the public, and other members of the Retail Team.
- Receive, sort, prepare, photograph, price and list stock for sale.
- Ensure the Online pricing policy is adhered to in accordance with the policies set out by the Retail Management.
- Ensure good housekeeping is adhered to, at all times, in accordance with our Health & Safety training and policy.

- Deal with customers' complaints and queries, with empathy, gathering factual information and refer them to the Retail Management team where necessary.
- Implement and maintain our "Gift Aid" Scheme in accordance with the policies and processes set out by Head Office.
- Work to our Retail policies and procedures.

Management of Volunteers

- Recruit, train and retain our volunteers, in accordance with our Pilgrims Hospices behaviours
- Prepare weekly rotas on a monthly basis, ensuring eCommerce is adequately staffed at all times.
- Organise and manage the work of volunteers.
- Ensure all volunteers are made aware of the aims and objectives of Pilgrims Hospices, by having regular team meetings..
- Ensure that volunteer paperwork is completed in full and forwarded to Head Office, for references and processing.

Management of Finances

- Follow Pilgrims Hospices policies for the control of all eCommerce accounts in line with finance department requirements.
- Order and maintain stationery and equipment to ensure appropriate levels of equipment are available at all times.

Management of policies and procedures

- To be aware of and comply with all Pilgrims Hospices Health & Safety policies relating to the welfare and safety of volunteers and the operation of the shop and all items sold.
- Ensure volunteers adhere to relevant Pilgrims Hospice policies and procedures.
- Ensure that expenses are completed and submitted with in requested time frame where applicable
- Ensure that all volunteers respect the unique contribution of every individual and work positively in an equal opportunity and diverse environment.
- To be aware of and comply with Trading Standards Legislation.

Other duties

- As directed by Line Manager.

3. Measures of Success

- Achieving Agreed measurable targets.
- Excellent customer service.
- Volunteer recruitment, training and retention.
- Regular ongoing performance review and appraisal.

4. Communications & Relationships

Internal

Retail & Business Development Manager
 Retail Area Managers
 Shops
 Tivoli Administration Team
 Volunteers
 Drivers
 Fundraising Managers
 Volunteer Fundraising Groups
 Human Resources
 Finance
 I.T

External

Customers
 Donors
 General Public
 Trades & Services

5. General Statements

Corporate Governance

The post holder must, at all times, act honestly and openly and comply with relevant corporate governance requirements, employment legislation and standards of business conduct.

Health and Safety

Under the Health & Safety at Work Act (1974), it is the responsibility of the post holder at every level to take care of his/her own health and safety and that of others who may be affected by his/her acts at work.

Code of Conduct

The post-holder is required to observe the following principles:

- Make the care and safety of patients his/her first concern and act to protect them from risk
- Respect the public, patients, relative, carers, staff and partners
- Be honest and act with integrity
- Accept responsibility for his/her own work and the performance of the people the post holder manages
- Show commitment to working as a team member by working effectively with team members and the wider community
- Take responsibility for own learning and development
- In all actions undertaken have regard for the hospice reputation

Flexibility

The post-holder is expected to work flexibly to be able to meet the challenges and opportunities of working within Pilgrims Hospices in East Kent.

Other

Post holders are expected to be familiar with and comply with the policies and procedures published by Pilgrims Hospices in East Kent. This job description is a reflection of the current position and the post holder is expected to view it as a guide rather than an exact description of all duties and responsibilities. It may be subject to variation from time to time.

The Job Description is not exhaustive. The Post holder will be required to undertake any other duties that may be required by the Line Manager, commensurate with the level of the post.

JOB DESCRIPTION AGREEMENT –

I have read this job description and understand their contents in relationship to my day-to-day duties.

Jobholder's name (Please print).....

Jobholder's signature:..... Date.....

**Person Specification
Retail Manager**

Essential	Desirable	Assessed By
Experience		
Online Retail sales experience	Worked with or Managed volunteers	
Worked in a target driven environment		
Entrepreneurial and commercially minded		
Numerate		
IT literate and experienced in use of on-line marketplaces		
Qualifications		
Educated to GCSE or equivalent in Math's and English	Has a Retail Management NVQ	
	Have attended retail sector training courses	
Skills, Knowledge & Abilities		
Creative flair with an eye for detail and able to present stock to a high standard		
Willingness to learn and seek advice		
Excellent communication and interpersonal skills, personable and able to relate to volunteers		
Health and Safety aware and use to ensuring a safe working environment		
Personal attributes		
A flexible and positive attitude		
A motivational team builder, who recognises potential in others		
Ability to work independently with minimal supervision		
Excellent people skills		
Personal Circumstances		
Able to work 5 days from 7 in a regular shift pattern		
Able to work flexibly and additional hours from time to time		