

JOB DESCRIPTION: E-COMMERCE MANAGER
REPORTS TO: RETAIL AREA MANAGER
ACCOUNTABLE TO: DIRECTOR OF INCOME GENERATION



JOB SUMMARY

To have overall responsibility for the management of the e-commerce department within retail. To be proactive in the development of e-commerce sites whilst providing an efficient service to all customers and uphold our good reputation within ecommerce practices. To achieve financial targets and collaboratively work with the wider retail teams to achieve strong stock generation opportunities, e-commerce incentives, and promotional activity.

RESPONSIBILITIES

- To line manage the direct e-commerce team – based at various locations across the portfolio
- Line manage and support a team of dedicated e-commerce volunteers – support, whilst promoting development and learning, training opportunities.
- To over-see and have full responsibility for the main e-commerce site (office) based at Bramford Road, Ipswich
- To achieve agreed financial and productivity targets.
- Working with the senior retail Management team – advise and play an inclusive role in the planning of strategic growth and opportunities for the e-commerce department.
- Ensure tight stock logistical operations across the portfolio to ensure stock placement is consistent to achieve a strong product placement offer
- Working with the wider team in retail – seek and promote new incentives for stock generation specific to e-commerce
- Line manage a team and have a hands on approach to ensure productivity levels are met for stock listings
- Provide data and financial reports as requested. Produce project papers to the Head of Retail for consideration.
- Offer advice, guidance, training and support to the wider team to aid achieving financial targets for e-commerce practices
- Working alongside the Retail Development Manager play a vital role in the development of commercial new goods in ecom platforms – including Christmas mail order.
- Working with the Hospice finance team ensure all monies are accounted for and transfers of monies are within the Hospice guidelines and processes.
- In conjunction with the retail team ensure all complaints or dissatisfaction are dealt with in a timely manner and within Hospice procedures. Respond to any enquires into the department
- To ensure commercial focus at all times and keep updated with any new developments within the online / ecommerce sector
- Ensure security at all times of financial / customer information, GDPR regulations are adhered too.
- Continually explore ecommerce opportunities – ensure collaboration with the marketing department to promote new incentives, promotional activity and project work.
- Investigate self –develop knowledge of all e-commerce sites, proactively researching resource tools to aid the departments working practices.

- Develop and manage the Hospice web site online shop
- Manage postage / returns/ payment systems on all e-commerce sites
- Identify areas of upselling / cross selling products within ecommerce sites
- Insure expenditure is kept to a minimum for high profit contribution return

Educational Responsibilities

- To participate in the Hospice education programme.
- To give feedback from attended education programmes/study days.

Personnel Responsibilities

- To recognise indications of staff stress and facilitate staff support.
- To recognise the value of volunteer contribution and play an active part in their support and development where appropriate.

Organisational Responsibilities

- To work at all times within the policies of the Hospice and act within Care Standards at all times
- To uphold the Hospice and individual team values at all times
- To ensure effective use of resources
- To participate in the Hospice education programme and attend training courses as required
- To respect at all times the confidentiality of information covering patients, staff and volunteers
- To play an active part in the development and maintenance of good relationships with all who have business with the Hospice
- To promote the Hospice philosophy of care towards patients, relatives and visitors

Because of the special nature of the Hospice and its work the postholder may on occasion be asked to undertake other duties to help maintain our high standard of care.

THIS JOB DESCRIPTION IS NOT NECESSARILY EXHAUSTIVE AND MAY BE SUBJECT TO REVIEW BY THE HEAD OF RETAIL IN CONJUNCTION WITH THE POSTHOLDER.

O U R V A L U E S



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PERSON SPECIFICATION
e-commerce Manager

Requirement	Essential/Desirable
<p>Qualifications & Training</p> <ul style="list-style-type: none"> • Good standard of education in numeracy and literacy 	Essential
<p>Knowledge & Experience</p> <ul style="list-style-type: none"> • Proven retail management experience • Experience in a customer focused environment • Experience in charity retail and managing volunteers 	Essential Essential Desirable
<p>Specific Skills</p> <ul style="list-style-type: none"> • Proven experience managing and developing of ecommerce platforms • Strong knowledge of the ecommerce sector • Excellent Communication skills including presentation skills and training • Excellent interpersonal and social skills • Experience of ecommerce selling and buying • Experience of using PayPal • Good leadership, delegation, planning and organisational skills • Budget Management experience • Experience in a visual merchandising environment. • Experience of Microsoft Outlook/Word • Administration skills 	All essential
<p>Personal Qualities</p> <ul style="list-style-type: none"> • Confidence and maturity • Self motivating • Resilience, ability to work under pressure and keep to deadlines • Practical and hands on management style • Flexible • Team player • Own transport & Current driving licence • Fully vaccinated against covid 	Essential Essential Essential Essential Essential Essential Essential Desirable