

JOB DESCRIPTION

Job Title:	eCommerce Lead
Team:	Retail
Salary range/pay band:	£33,420
Reports to:	Head of Volunteer Development and Retail
Direct reports:	Volunteers
Hours:	37.5
Contract:	Distribution Unit GU21 2EP but will be mobile across all SSCH shops and any other locations as required
Location:	Elise Jones

Introduction to Shooting Star Children's Hospices

Shooting Star Children's Hospices

Shooting Star Children's Hospices provides specialist care and support to families who have a baby, child or young person with a life-limiting condition, or who have been bereaved. Rated 'Outstanding' by the Care Quality Commission, we support families across Surrey, north-west London and south-west London from diagnosis to end of life and throughout bereavement with a range of nursing, practical, emotional and medical care.

Our specialist care and support is free of charge to families and available 24 hours a day, 365 days a year. It includes specialist nursing in the community, symptom management and pain relief, overnight respite stays, end-of-life care, specialist bereavement care and a comprehensive range of therapies, groups and clinics for the whole family.

At the heart of what we do are our dedicated staff; their exceptional commitment and professionalism means every family has the opportunity to **make every moment count**.

It costs £13 million a year to run Shooting Star Children's Hospices. Just 30% of our funding comes from the government, so we rely on our supporters' generosity to keep the service running. We employ 175 members of staff, including 98 nursing and medical staff, and support around 700 families.

Introduction to Volunteer Development and Retail Team

Shooting Star Children's Hospices Volunteer Development and Retail Team

Retail and Volunteers Team: Our Retail and Volunteers Team manages our charity shops and volunteer programmes, which play a crucial role in supporting our mission. They recruit, train, and coordinate volunteers to staff our shops and assist with various tasks, such as sorting donations and serving customers. Additionally, they oversee the operations of our retail outlets, ensuring that they are efficiently run to generate income for our hospices.

Job Profile

a) Main purpose of job in delivering our strategy

As our e-Commerce Lead you will manage and develop our online retail operation 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 SSCH online website.

You will also be in charge of new goods, researching and advising on our small range of new stock for our shops as well as being in charge of our Christmas Card operation.

You will be required to ensure there is a smooth, professional and efficient online and new goods 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) 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
- Source new goods and price effectively, and be responsible for stock taking.
- Effectively manage the Christmas card operation both online and in the shops and be responsible for their despatch.
- 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 SSCH 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 and new goods including Christmas Cards 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 Head of Volunteer Development and Retail to produce yearly business plans and manage the e-Commerce section of the Retail budget.

c) Other Requirements

- The post holder must be able and willing to travel to all shops and both hospices.
- The post holder should be prepared to SSCH meetings and occasional conferences in different parts of the country. Some meetings may be during evenings or weekends.
- The post holder will be required to apply for a Disclosure and Barring Service (DBS) check
- The post holder will be required to agree holidays with the Logistics and Distribution Manager so that the Distribution Unit has a staff presence at all times.
- The post holder will preferably be a car owner/driver.

d) Mandatory Criteria

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.

Professional Codes of Conduct

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

Health and Safety






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

Mandatory Training


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

Our values and behaviours

Shooting Star Children's Hospices is a leading children's hospice charity for babies, children and young people with life-limiting conditions, and their families. We require that all of our staff share our common values and display behaviors that will enable us to achieve our goals.

Behaviour Framework		
PRIDE values	Expected behaviours	Aspirational behaviours
 <p>Professionalism We will safeguard our families, each other and our organisation by working to ethical and professional standards at all times.</p>	<p>Maintains high standards, respects confidentiality, demonstrates reliability, actively seeks development, adapts to change and collaborates effectively. Acts as an ambassador for the charity.</p>	<p>Leads by example in professional conduct, supports others and proactively contributes to projects to improve our services.</p>
 <p>Respect We will treat each other with the utmost respect.</p>	<p>Shows empathy and sensitivity, maintains respectful communication, actively listens, responds constructively to feedback and fosters an inclusive environment.</p>	<p>Champions and supports a culture of respect, promotes understanding and inclusivity, takes an active role in initiatives to create a positive workplace environment and actively encourages new ideas and perspectives.</p>
 <p>Integrity We will be honest and transparent in all that we do.</p>	<p>Behaves in an ethical manner, adheres to Shooting Star policies and procedures, demonstrates honesty and transparency, shows moral courage and maintains ethical standards under pressure.</p>	<p>Promotes an environment where concerns can be constructively raised, and takes responsibility and seeks solutions.</p>
 <p>Diversity We will respect individuality and ensure inclusion and fairness to all.</p>	<p>Values and respects diversity, treats everyone fairly, embraces learning and supports inclusive workplace initiatives.</p>	<p>Continuously expands knowledge and expertise, seeks out opportunities to improve organisational inclusivity, and challenges discrimination and shares knowledge.</p>
 <p>Excellence We will strive for excellence in all that we do.</p>	<p>Delivers high-quality work, consistently meets our high standards, seeks improvements, demonstrates initiative and creativity, and participates in organisational development.</p>	<p>Continuously strives for personal, professional and organisational improvement, and is regarded as outstanding.</p>

pride



words that we live by

Shooting Star Children's Hospices is committed to ensuring the welfare and safety of children and young people. All staff members are expected to adhere to our safeguarding policies and procedures. This includes undergoing appropriate training, following reporting protocols for any concerns related to child welfare, and promoting a safe and supportive environment for children and young people. We are committed to equal opportunities and consider all applicants in line with the Rehabilitation of Offenders Act 1974.

Before commencing employment, successful candidates will be required to provide satisfactory references and undergo a Disclosure and Barring Service (DBS) check.

Person Specification:

Qualifications	
Essential requirement	Desirable requirement
5 GSCE's A-C or equivalent including Maths and English <ul style="list-style-type: none"> e-Commerce, Business or marketing qualifications or equivalent experience A driving licence and access to a vehicle for use whilst working 	Retail or customer service qualification
Experience	
Essential requirement	Desirable requirement
<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Experience of working in the charity retail sector Experience of managing a team of volunteers
Knowledge and Skills	
Essential requirement	Desirable requirement
<ul style="list-style-type: none"> 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 and seasonal new 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 	
Personal Qualities / Competencies	
Essential requirement	Desirable requirement
<ul style="list-style-type: none"> Able to work on own and as a team player 	

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| <ul style="list-style-type: none"> • 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 | |
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What we offer

Pension scheme

- NHS Pension Scheme (eligible employees)
- Stakeholder pension scheme
- Employee contribution 3.5%
- Shooting Star Children's Hospices contribution 4.5%
- Additional contributions – we will pay 1% above the contribution up to a limit of 7%

Annual leave

- 27 days plus Bank Holidays rising with length of service
- 2 weeks paid sabbatical leave after 5, 10 and 15 years' service

Contractual benefits

- Generous sick pay scheme
- Enhanced maternity, adoption, and paternity leave pay
- Flexible working arrangements
- Death in service benefits
- Reimbursed professional membership fees
- Employee referral scheme
- Blue Light discount card

Health and wellbeing

- Employee Assistance Programme
- Occupational Health
- Eye care
- Cycle to work scheme
- Mental Health First Aiders
- Nutritionally balanced meals at Christopher's (free for employees) and free fruit at Shooting Star House

Equality, diversity and inclusion

Shooting Star Children's Hospice is committed to inclusion and diversity in everything we do. We know that getting things right is critical for us to live our organisation's values:



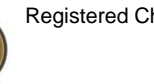
Working Towards



Registered Charity No: 1042495.

Professionalism, Respect, Integrity, Diversity and Excellence.

We are always trying to improve our way of working to be more inclusive and equal. Our vision is for Shooting Star Children's Hospice to be a place where people of all backgrounds, groups and communities feel welcomed to work and volunteer.



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