

Job Description

JOB TITLE:	Online Sales Manager
REPORTS TO:	Operations and E-Commerce Manager
DEPARTMENT:	E-Commerce
SALARY RANGE:	£30 000
WORKING HOURS:	37.5 hours per week working 5 out of 7 days

Job Summary

St Luke’s Hospice (Harrow and Brent) Shops Limited is the retail subsidiary of a well-established Hospice which is loved by the local community. In the past year, our digital sales have grown and reached thousands of customers highlighting the real opportunity to expand our online offering. We’re looking for a creative and versatile Online Sales Manager who has excellent knowledge of online selling platforms.

Commercial awareness, entrepreneurial skills and project management skills would be crucial in growing the business and increasing revenue. The Online Sales Manager will be responsible for delivering digital sales targets, and building and leading the team of both paid staff and volunteers.

Key Responsibilities

- Build and lead the online sales team to maximise online sales profits by setting and maintaining high standards of online listings stock control and customer/donor care whilst containing operating costs
- Manage & develop the Online sales team – staff and volunteers
- Establish new income streams via different online selling platforms
- Work closely with Operations & E-commerce manager and DC manager to ensure effective day-to-day running of business
- Develop efficient procedures and systems and give clear operating guidelines to staff and volunteers
- Collaborate with Hospice’s communications team to influence content on companies’ websites and social media to drive sales and awareness of our online offering
- Manage online team staff recruitment, induction and training programmes in conjunction with Operations and Ecommerce manager & HR
- Develop volunteer recruitment and training in conjunction with shop-based staff and the Retail Volunteering Development Manager
- Ensure the implementation of weekly reporting through Key Performance Indicators (KPI's), to aid in the management and support of the online operation

- Contribute to forward planning and online sales development
- Monitor and respond to market conditions tailoring stock mix to opportunities and competitor activity
- Seek and develop innovative new online trading and business opportunities to increase income
- Ensure all orders are confirmed and customers communicated effectively
- Ensure posting and packaging are done on time
- Familiar with eBay's policies
- Perform regular analysis of key competitors
- Ensure consistent standards across all online areas
- Promote Gift Aid where appropriate
- Carry out any other duties or general tasks as may reasonably be required as are within the scope, spirit and purpose of the job, the title of the post and its grading as requested by the Line Manager or his/her higher level of authority

Person specification

Essential

- Experience with eBay and other selling and buying platforms
- Experience in pricing and listing retail products online
- Ability to understand and analyse sales figures
- Ability to manage and lead the team
- Accuracy and attention to detail
- Ability to work to tight deadlines
- Logical and analytical approach to work
- Planning and organising skills
- Strong commitment to customer service
- Imagination and initiative
- Ability to work with minimum supervision
- Ability to implement change effectively
- A good standard of education including numeracy and IT skills

Desirable

- Social media knowledge
- Knowledge of Thriftify and Shopiango or any other multichannel selling platform
- Previous experience in the Charity sector