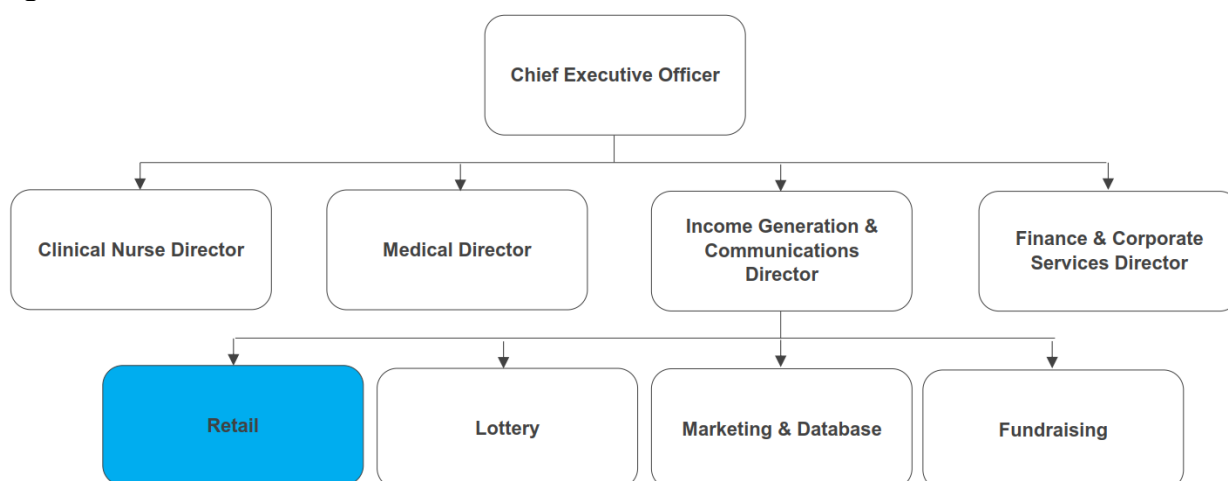


JOB DESCRIPTION

Job Title:	Online Sales Manager
Department:	Income Generation & Communications
Post Holder:	tbc
Grade:	Admin 2
Reports to:	Furniture & Ecommerce Manager
Direct Reports:	None
Responsible for:	Volunteers

Organisation Chart:



The duties and responsibilities of this post have been assessed as levels of competence required and reflect the skill and knowledge needed to satisfactorily perform the duties of the post.

Job Purpose:	<p>To maximise profit for Bolton Hospice through the effective operational management and development of the hospice's online sales activity, achieving set targets.</p> <p>Lead and motivate volunteers to deliver an excellent customer experience.</p>
Key Working Relationships:	<p>Retail team</p> <p>Income Generation & Communications team</p> <p>Volunteers</p> <p>Donors and Customers</p>

Role Responsibilities:

Online Sales Operations

- Grow, develop and manage all aspects of the hospice's online sales activity, increasing profitability and maximising income from donated goods through recognised sales channels.
- Work with the staff and volunteers within the retail team and wider income generation & communications department to identify goods that are suitable for selling online to increase income, ensuring an adequate stock of donated goods is maintained.
- Build relationships with retail staff and volunteers to ensure appropriate items are diverted to the online sales operation, and provide feedback to ensure this is sustained.
- Write detailed and compelling item descriptions, take photos and create listings with the aim of attracting maximum profit.
- Meet set sales targets and be responsible for the efficiency and profitability of the online sales operation.
- Respond to customer enquiries in a timely and professional manner, with the highest standards of customer service.
- Maintain high standards across all aspects of the online sales operation to ensure that a healthy level of positive customer feedback is received.
- Ensure the online sales office is well organised and well run, with effective stock, sales, dispatch and administration processes in place.
- Manage gift aid procedures in relation to online sales, ensuring that gift aid income is maximised.
- Ensure that accurate records relating to online sales are maintained and communicated to relevant team members.
- Effectively deal with any customer complaints and act on customer feedback in consultation with the Furniture & Ecommerce Manager / Head of Retail to continually develop the online sales customer experience.
- Utilise appropriate software and paper-based systems to safely and effectively manage volunteer information.

Leadership & Management

- Effectively recruit, train, supervise and motivate volunteers to maximise the potential of online sales.
- Work closely with volunteers to ensure required standards and procedures are consistently maintained.
- Manage volunteer shifts to ensure adequate cover at all times and to support online sales operations.
- Model the hospice's values of compassion, respect, professionalism, excellence, inclusivity and collaboration and ensure they are reflected across all online sales activity.

Financial & Reporting

- Monitor and report to the Furniture & Ecommerce Manager on progress against financial and non-financial KPIs, ensuring remedial plans are devised and implemented to address any shortfalls.
- Proactively minimise costs associated with online sales.

Teamwork & Collaboration

- Work with the marketing & database team to ensure that the online sales operation benefits from appropriate and effective marketing and data management support.
- Attend and contribute to retail team and Income Generation & Communications department meetings as required.
- Work as an integral part of the team, being sensitive to the needs of the whole team and supportive of other team members.
- Provide cover for other members of the retail team as required.

Other

- Work within agreed hospice policies, procedures and guidelines.
- Participate in an annual appraisal and undertake training to maintain and develop knowledge and skills as required.
- Any other duties as deemed necessary by the Furniture & Ecommerce Manager, Head of Retail or Director of Income Generation & Communications.

General Responsibilities:**Health and Safety**

All employees have a duty to report and accidents, complaints, defects in equipment, near misses and untoward incidents, following hospice procedure. Ensure health and safety legislation is complied with at all times, including COSHH and Workplace Assessment.

Confidentiality

All information relating to patients, patients' families, staff, volunteers, supporters and suppliers gained through your employment with Bolton Hospice is confidential. Disclosure to any unauthorised person is a serious disciplinary offence.

Infection Control

Prevent spread of infection. Comply with policies and procedures for correct disposal of waste, sharps and soiled linen.

Safeguarding Vulnerable People (Children and Adults)

All employees have a responsibility to protect and safeguard vulnerable people (children and adults). They must be aware of child and adult protection procedures and who to contact within the Hospice for further advice. All employees are required to attend safeguarding awareness training and to undertake additional training appropriate to their role.

The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated. They are subject to modification in the light of changing service demands and the development requirements of the post holder.

Disclosure & Barring Service Check

This post is subject to a Disclosure & Barring Service check.

Continuous Personal Development

You are responsible for your own professional development, identifying training and development needs to your line manager and completing all mandatory training as required. You must attend any specialist training and development activities relevant to your role within the hospice.

Valuing Equality and Diversity

All hospice staff should carry out their duties in accordance with the values and principles of our Equality and Diversity strategy. It is the responsibility of all employees to support the hospice commitment to do all we can to ensure we do not exclude, alienate or discriminate in any way and to promote a positive attitude to equality and diversity in adherence to our Equality and Diversity policy.

Living Our Values Everyday

All staff must actively support the vision, aim and values of the hospice, promoting our core values at all times and in all aspects of your work.



The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated. They are subject to modification in the light of changing service demands and the development requirements of the post holder.

This job description is an outline of the main responsibilities. It will be subject to periodic review and amendment.

PERSON SPECIFICATION

Job Title:	Online Sales Manager
Department:	Income Generation & Communications
Grade:	Admin 2

The person specification sets out the qualifications, experience, skills, knowledge and personal attributes which the post holder requires to perform the job to a satisfactory level.

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
QUALIFICATIONS	A good standard of numeracy and literacy.		Application Form
EXPERIENCE	Practical experience of online sales. Experience of working to and achieving financial targets. Experience of dealing with the public.	Experience of working with volunteers. Experience of recruiting / managing volunteers. Experience of motivating a team.	Application Form Interview
SKILLS	Excellent customer service skills. Excellent organisational skills. Excellent verbal and written communication skills. Excellent interpersonal and relationship-building skills.	Research skills. Influencing skills.	Application Form Interview
KNOWLEDGE	Computer literate - Microsoft Office, social media, internet and databases. Knowledge and understanding of online sales platforms (e.g. eBay / Amazon).	Knowledge of legislation and regulations in relation to the sale of second hand goods. Knowledge of retail gift aid administration.	Application Form Interview
PERSONAL ATTRIBUTES	Self-motivated and able to use initiative. Able to plan, manage and prioritise own workload. Able to work under pressure and to deadlines. Strong teamwork ethic. Willingness to work flexibly to fulfil the requirements of the post. A commitment to the vision and values of Bolton Hospice. A full driving licence and access to a vehicle insured for business use.	Commitment to continuous professional development.	Application Form Interview