

## GREENWICH & BEXLEY COMMUNITY HOSPICE

### JOB DESCRIPTION

#### JOB DETAILS:

Job Title:	<b>Ecommerce Manager</b>
Hours:	35hrs FTE Worked flexibly over 7 days, incl. weekends
Salary	Band 5
Department:	Retail
Reporting to:	Head of Retail
Location:	Mainly at our Warehouse in Welling; however this role will require the post holder to travel in any one of our locations across Greenwich & Bexley boroughs
Direct reports:	One plus volunteers
Budgetary Responsibility:	Relevant retail budgets

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#### About the job:

This is an exciting time to join our retail management team. We have strong foundations in place and are ready to make the next step to take our ecommerce to the next level. You will be responsible for the strategic planning and growth of our online sales, ensuring that the right products are advertised on the relevant online platforms in an engaging way, optimising performance and revenue opportunities, whilst maintaining quality control in all areas.

This is an interesting, innovative role that is part of a wider caring, positive and friendly retail team. You can expect to work in a supportive culture that encourages a healthy work-life balance.

#### About you:

You are a creative and forward thinking ecommerce manager with experience of managing (or working at senior level) in multi-channel e-commerce operations, ideally with charity retail. You thrive in busy environment, are solution focused and build strong connections within the team.

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#### Key responsibilities

##### Strategy development & delivery

1. Collaborate with key stakeholders to develop and deliver ecommerce strategies that are in line with our brand, fundraising and supporter engagement journeys

2. Develop and deliver an ecommerce budget that meets the requirements of the hospice
3. Create a seamless digital shopping experience and online customer journey that creates loyalty through best – in – class customer service
4. With the Head of Retail, develop KPI's for this role and others involved with delivering the ecommerce strategy
5. Create a reporting dashboard that tracks, income, stock levels, trends and other identified KPI's

### **Marketing & business development**

6. Develop an ecommerce marketing plan in conjunction with the Communications and Marketing team, including customer retention tools such as mailshots - then integrate these into internal processes
7. Work closely with key stakeholders to develop a fully integrated e-commerce social media plan and schedule, then manage implementation and monitor success
8. Develop and implement innovative and cost-effective ways of acquiring new customers and supporters via digital platforms
9. Establish a sales presence on key online sales platforms such as Amazon, Etsy and Depop and monitor all new platforms to the market to ensure we are always selling the right product in the right place
10. Develop the existing eBay shop to maximise sales of donated goods through the platform
11. Develop the existing transactional web site to maximise sales of new and donated goods, including fulfilment of orders, managing stock levels, data management, customer service, identification and launch of new products
12. Work with online service providers (e.g. selling platforms, Shopiago, PayPal) and IT to maximise online and mail order sales and to promote the charity to the wider online retail audience
13. Manage sales campaigns across a range of platforms from inception to analysis and learnings
14. Maintain an up to date knowledge of the retail market and the activities of other charitable organisations to identify market gaps and new opportunities
15. Work with IT to develop and maintain an online e-commerce platform, for the sale of goods and services directly via the hospice website
16. Actively engage with the charity retail and hospice ecommerce sector to learn, grow and develop, as well as share ideas and experiences

### **Team & leadership**

17. Recruit and line manage the ecommerce assistant in line with hospice policies and procedures
18. Develop attractive volunteer roles for ecommerce in central hub, in store and remotely as required
19. Create an environment of continued volunteer recruitment and engagement, providing a good quality experience and maximising the impact of volunteer time
20. Attend and actively participate in networking opportunities to promote GBCH

### **Customer service & communication**

21. Build and preserve trusting relationships with our customers, partners and all internal and external stakeholders, ensuring that the organisation supports the retail effort
22. Work with the Retail team to ensure that all necessary processes are in place for customer support, stock & product management and order fulfilment
23. Comply with all the regulations from the DTI, HSE and Trading Standards Authority

### Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Education and Qualifications</b>	<ul style="list-style-type: none"> <li>• Good level of general education</li> </ul>	<ul style="list-style-type: none"> <li>• EPOS trained.</li> </ul>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Experience of managing an ecommerce operation, ideally for a charity.</li> <li>• Working knowledge of managing an ebay shop essential</li> <li>• Experience of working with CRM systems and knowledge of current GDPR and trading standards guidelines</li> <li>• Track record of driving results using digital marketing techniques email, social, SEO, PPC and display)</li> <li>• Demonstrable track record of meeting and exceeding financial targets</li> <li>• Experience of recruiting, leading and motivating teams in a pressurised environment</li> <li>• Experience in a customer focused environment</li> <li>• Experience in controlling and setting budgets</li> <li>• Understanding of Profit and Loss accounting and influence of operating factors</li> </ul>	<ul style="list-style-type: none"> <li>• Strong understanding of charity retail principles and experience in charity retail management</li> <li>• Experience of Shopify</li> <li>• Knowledge of email marketing platforms, Turtl, Dot Digital</li> <li>• Experience of working with volunteer teams</li> <li>• Experience of developing and maintaining partnerships with businesses that donate stock for sale</li> <li>• Experience of managing a volunteer team</li> <li>• Knowledge of Retail Gift Aid systems</li> </ul>

<p><b>Skills and Abilities</b></p>	<ul style="list-style-type: none"> <li>• Great interpersonal skills with ability to communicate with diverse range of people</li> <li>• Excellent verbal and written communication skills</li> <li>• High level computer and numeracy skills</li> <li>• Ability to prioritise own workload and use own initiative</li> <li>• Ability to work calmly under pressure.</li> <li>• Excellent customer service skills.</li> <li>• Ability to resolve problems</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to use Photoshop or similar photo editing software</li> </ul>
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**About us:**

Greenwich & Bexley Community Hospice (GBCH) is a local charity dedicated to providing free, high quality, compassionate care and support for adults with terminal illnesses, their families, and their professional carers in the London Boroughs of Royal Greenwich and Bexley. We believe that every person facing death should have the best quality of life possible, experience dignity, peace and comfort and be supported to make the choices that are right for them. We have approximately 200 amazing colleagues and 400 fantastic volunteers across our organisation who work together towards this goal.

There is nothing else like working for a hospice. Hospice care is about creating memories with loved ones, support when facing difficult choices and it's about living to the fullest. Your talent and expertise will bring this very special kind of care to families when they need it most and you will see the impact of your work on a daily basis.

In our hospice, each role makes a difference. We aspire to reflect the communities that we serve, and we welcome applications from people of all ages, backgrounds, and experiences. We value diversity and believe our differences enrich the care we provide to local people. Diversity also helps us as colleagues by helping us to see different perspectives, encouraging us to challenge ourselves, learn, innovate, and adapt.

**What we offer:**

At GBCH we know it is our people who make us the outstanding organisation we are. We want to value you and the contribution you make and as such we offer our team a variety of benefits and rewards:

- Tailored induction process
- Excellent training and development opportunities with a track record of career progression in the hospice for many staff
- Family friendly policies and opportunities for flexible working
- Generous holiday entitlement
- Company Pension scheme including access to the NHS Pension Scheme for those already enrolled

- Health and wellbeing opportunities designed by our staff led health and wellbeing group
- Discounts in our charity shops
- Staff awards programme and long service recognition
- Access to occupational health and employee assistance programme
- Access to Bluelight Discount Card scheme