



Job Description

Job Title:	Retail & E-commerce Co-ordinator
Tenure:	2 year fixed term (with potential for extension)
Base:	Workington Charity Shop and Donation/Distribution Centre
Team:	Marketing & Income Generation Team
Responsible to:	Head of Marketing & Income Generation
Accountable to:	Head of Marketing & Income Generation
Pay scale:	Point 14 - 16 £17,720 - £18,394
Hours:	28 hours per week

JOB SUMMARY:

The role of Retail & E-commerce Co-ordinator is based within the Marketing & Income Generation (MIG) Team. The overall purpose of the MIG Team is to raise the profile of Hospice at Home West Cumbria (HHWC) and to generate income to support all Hospice activities. The post holder will play a key role in achieving these objectives through shop and online sales, and the effective promotion of our services and goods for sale.

The post holder will be proactive and look for opportunities to develop our ability to raise income. A key focus will be developing e-commerce and outlet sales opportunities, and creating a sales environment that encourages people to donate to us, and buy from us.

The post holder will be target driven and business minded.

PRINCIPAL CONTACTS:

- HHWC staff
- HHWC volunteers
- HHWC contractors and trades people
- Members of the public

ENVIRONMENT:

The Retail & E-commerce Co-ordinator role is primarily based within our Workington charity shop and our Donation/Distribution centre. The role will require the post holder to work across all retail locations and attend other non-retail Hospice premises.

VALUES AND BEHAVIOURS:

Hospice at Home West Cumbria have developed a set of Values and Positive Behaviours that all staff are expected to display. These are included as Appendix A to this job description.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

E-commerce

- Responsible for researching, pricing, photographing and listing new and pre-loved items for online sale in order to maximise profit.
- Be the primary contact for online orders responding to enquiries in a timely manner, with a high level of customer service to ensure our e-commerce ratings and feedback remain high.
- Monitor sales, pricing and resolve issues that may deter customers purchasing products.
- Identify prospective new e-commerce platforms to increase online sales income.

Volunteers

- Take a proactive approach to recruiting and retaining volunteers through the development of excellent relationships.
- Assist volunteers to develop and grow e-commerce sales and ensure efficient systems for packaging and meeting posting deadlines.
- Ensure a comprehensive induction is carried out and ongoing/annual training (Health & safety) and guidance to ensure that they are effective in their role.
- Ensure that the retail locations have adequate volunteer cover during opening hours including arranging cover for periods of staff absence.

Stock (including sorting, pricing and getting ready for sale)

- Ensure that the physical shops and e-commerce platforms carry a reasonable level of stock of excellent quality goods.
- Ensure that all items are priced appropriately and displayed effectively, and that all items offered for resale fall within the trading guidelines for charity shops.
- Ensure gift aid donations are separated from general stock and easily identified, tagged appropriately and follow the gift aid guidelines.
- Develop effective recycling procedures for shop waste and unwanted donated goods.

Customer Service

- Provide a high level of customer service to retail customers, maximising sales opportunities where possible.
- Provide a high level of customer service to donors and maximise opportunities for gift aid donations.
- Ensure that all volunteers deal with customers in a courteous manner and act in a way that promotes our positive behaviours and values and reflects well on Hospice at Home West Cumbria.

Health & Safety

- Maintain high standards of orderliness and cleanliness throughout the buildings.
- Implement measures to ensure the security of people, premises, stock and takings and ensure they are understood and implemented by volunteers.
- Organise minor maintenance as required and report all major maintenance issues and any other health and safety concerns to the Head of Marketing & Income Generation.
- To act as main key holder and delegate key holding to trained volunteers within procedural guidelines.

Promotion

- Provide Marketing & Income Generation Team colleagues with text and information for the website and social media advertising to encourage and improve shop and e-commerce sales.
- Promote online sales and work with volunteers to identify donated goods that may be of particular value.
- Undertake appropriate promotional activity to help to maximise shop/online sales and promote the organisation as a whole.

The following section applies to all employees of Hospice at Home West Cumbria:

Responsibility for Self-Development

- To meet with Line Manager for supervision, review and participate in an annual appraisal.
- Attend mandatory training days including train the trainer sessions in order to cascade training to volunteers.
- To keep updated with current policies and procedures.
- To develop an understanding of the service provided by Hospice at Home West Cumbria and the ethos of hospice and palliative care.

Health and Safety

- All staff have responsibilities to ensure that our working environment continues to be a safe, secure, healthy and fulfilling place to work.
- Employees of Hospice at Home West Cumbria are required to work in line with the Health and Safety Policy to ensure not only their own health and safety, but that of others too.
- All staff have a responsibility to report all accidents, incidents or near-misses promptly and when requested to co-operate with any investigations undertaken.

General

- Ensure the maintenance of confidentiality in respect of staff, volunteer and client records and all privileged information relating to the services of the Charity, its patients, staff and volunteers and particularly of the area for which directly responsible.
- Promote and foster the Hospice's reputation and standing within the community and with private, statutory and voluntary sector agencies and organisations.
- Undertake any other duties which may be reasonably required.
- The philosophy of Hospice at Home West Cumbria is based on a multi-skilled, cross-departmental approach. Staff regardless of grade or discipline, are required to participate in this concept. The role of volunteers is integral with the work of Hospice at Home West Cumbria and paid staff are required to underpin this in their attitude and actions.
- All staff must be sympathetic to and able to project the philosophy and concept of hospice care.
- Hospice at Home West Cumbria has in place provision for staff support. Staff are expected to exercise responsibility in accessing and providing whatever forms of support might be appropriate for them to ensure that they are able to offer the professional care for which they are employed.
- Hospice at Home West Cumbria has adopted an equal opportunities policy and all employees must be aware of their obligations to abide by the spirit and nature of the policy to avoid direct and indirect discrimination.
- All employees are expected to carry out any other duties that are within the employee's skills and abilities whenever reasonably instructed.

Person Specification

Post: Retail & E-commerce Co-ordinator

Experience	Essential	Desirable
Experience of working in a retail environment including supporting staff/volunteers to meet team goals and targets	✓	
Experience of buying and selling online	✓	
Experience of dealing with customers and with sensitive issues and situations in an appropriate manner	✓	
Experience of managing others		✓
Knowledge	Essential	Desirable
Knowledge of the retail environment including merchandising and promotions	✓	
Knowledge of the Hospice sector		✓
Knowledge of gift aid		✓
Knowledge of a variety of digital platforms to enable product sales	✓	
Knowledge of the value of new and pre-loved items and potential pricing structure to encourage sales		✓
Skills and Abilities	Essential	Desirable
Excellent computer literacy skills	✓	
Well organised, able to prioritise workload and work with others to achieve results	✓	
Excellent attention to detail and level of accuracy	✓	
Ability to devise communications with accurate grammar and spelling	✓	
Ability to work independently with minimum supervision, as well as work well with team members	✓	
Personal qualities and circumstances	Essential	Desirable
Positive attitude with a demonstrable strive to find solutions to problems	✓	
Sees what needs to be done and gets on and does it	✓	
Works well under pressure and supports colleagues to do the same	✓	
Flexible, with a willingness to work weekends and adjust days/hours according to availability of volunteers	✓	
Other requirements	Essential	Desirable
Driving licence and access to own vehicle for business use	✓	

APPENDIX A – VALUES & BEHAVIOURS

Hospice at Home West Cumbria have developed a set of values and positive behaviours that all employees are expected to display:

Values

- Our employees are visibly passionate and positive with a can do attitude. It doesn't mean they don't question how things are done, but they do it in a way that encourages discussion and isn't just complaining. They attract other people to be around them.
- Our employees are not afraid to open their minds to new ideas. They maybe don't like change, very few people do, but they are open to it.
- Our employees do what needs to be done, delegate, work with others and achieve success despite what their job description says.
- Our employees focus on the customer. They prioritise their work, but drop it to deal with customer issues. They work tirelessly to create the right processes and environments that support the customer, not internal politics, reporting lines or budgets.
- The majority of the success in any organisation is down to the systems that people work in. Our employees spend large amounts of time improving the system.
- Our employees never sit still and think they're enough – they always build new skills.