

Raystede Centre for Animal Welfare



Job Description

Job Title:	Assistant Online Sales Manager
Responsible to:	Online Sales Manager
Location:	Raystede Centre for Animal Welfare
Grade:	B

Background information

Raystede Centre for Animal Welfare, established in 1952, is a charity that aims to give animals a better life through rehoming, rehabilitation and sanctuary, and give people the support and knowledge they need to treat animals with care and respect. We care for more than 400 animals every day, including cats, horses, dogs, rabbits, hens and exotic birds. We help most of the animals find new homes but also provide life-long sanctuary for those animals that cannot be rehomed. Our beautiful 43-acre site is open for visitors to get a unique glimpse into a working animal welfare centre.

Animals are at the heart of everything we do but we could not care for them without our expert and dedicated team of staff and volunteers. Surrounded by animals, lakes, trees and fields with a café, shops, parking and many other benefits, Raystede is an uplifting and rewarding place to work.

The online sales team works within the Retail section and is part of the Commercial and Visitor Operations department. Upholding high, professional standards and a commitment to offering a diverse and profitable range of listings, every penny of our profits go directly into helping the animals in Raystede's care.

Main Purpose of the role

Support the Online Sales Manager in maximising income through online sales of donated stock. Help motivate and lead the online sales volunteers delivering excellent standards and customer service with superb attention to detail. Support and maintain an efficient operation that continues to develop and achieves consistently positive seller status. Deal professionally with issues as required, and work proactively with the manager seeking opportunities to improve profitability and the online shopping experience. Maintain all legal requirements with, but not limited to, eBay and PayPal.

Be positive about future change, be aware of the need to be conscious of using resources at Raystede and contribute to a one team feel at Raystede. Proactively support the Online Sales Manager in new business initiatives and across the retail offer.

Provide cover for the Online Sales Manager during times of absence for holidays, sickness etc. including some out-of-hours work to ensure Raystede's online business is always maintained. This will entail working from home and include Thursday and Sunday evenings which are the optimum times for online auctions to start and finish, and which fall outside of Raystede's core hours.

Key Tasks

To take shared responsibility for the charity's day to day online sales activities.

- Keep up with the changing environment by finding new ways to improve and expand, driving forward sales, actively sourcing new income streams and new online platforms.
- To brief your manager at regular agreed intervals (and immediately if urgent) on projects, progress and other relevant matters.
- To propose action to your manager for improvements in operations.
- To work with all members of the retail team to secure items for sale, from donated stock, that will achieve best selling price and interest online over instore.
- To maintain an awareness of developments in other charity's online selling
- To maintain an awareness of the work of Raystede and relevant local or national issues through press, media, and local views.
- To maintain and develop good channels of communication with colleagues across Raystede to secure a good understanding of the charity work.
- To assist your manager to find best income sources/knowledge through local businesses, clubs etc to grow the team, develop business as well as to find new recycling opportunities where available (e.g for scrap silver and other unsold items).
- To ensure gift aided items are identified at point of listing and also at point of sale to maximise income.
- In the absence of your manager to manage difficult people and complex situations with buyers within the online selling environment which may occur at any time 24/7 (and which can be out of office hours) for which there is no other point of contact/reference.
- In the absence of your manager to manage through to satisfactory resolution, any formal complaints within the online sales operation.

Sales

To work with the Team, as a whole, to achieve and exceed agreed income targets through volume of listings and variety in products

- To initiate marketing campaigns and sales promotions to increase sales.
- To maintain a constantly high volume of listings with accurate description.
- To price competitively
- To maintain a realistic pricing structure for postage costs, keeping abreast of any price increases and implement appropriate methods of postage to ensure all items dispatched are legally compliant.
- Understand sales patterns throughout the year whilst maximizing on special events and key dates eg Black Friday, Christmas etc.
- To ensure the team maintain a high standard of customer care through shared training and development opportunities.

Stock Management

Effective management of stock including accurate and optimum pricing, ability to maintain a well organised stockroom.

- To control pricing in line with company policy.
- To ensure products for sale are in good condition, good working order and PAT tested where appropriate
- To bring forward stock for sale at the optimum time in the year.
- To source potential stock through targeted marketing campaigns.

Staff

Motivate and share in training a team of volunteers who will be positive brand ambassadors for Raystede

- To provide adequate supervision and support for the team on a day-to-day basis as may be required.
- To share with your manager any additional training for the team, whether they be researching, packing, photographing or undertaking other relevant tasks, including but not limited to newly recruited online volunteers.

- To encourage effective communication and help to foster a positive team spirit.
- Ensure hand overs are always thorough between assistant and manager, not least following periods of absence.

Admin

To complete sales updates and briefing notes as required.

- When required, to provide clear written notes, guidance and instructions for all those involved.

Premises, security and safety

- To ensure that security procedures are understood and implemented by the team
- To apply company Health & Safety regulations in accordance with guidelines by:
 - Ensuring electrical equipment is properly maintained.
 - To ensure that health and safety procedures are understood and implemented by all staff.

Physical requirements

- Frequent bending, lifting, reaching, kneeling, and standing for 4 to 6 hours or more per day.
- Use of laptop and/or desktop computer equipment for research, listing and system management

General

- At all times ensure and maintain a compassionate, professional and efficient public image for the charity
- Participate in supervision, appraisal, and learning and development and take personal responsibility for maintaining the knowledge and skills required for the role
- Take responsibility for ensuring own health and safety and that of others who may be affected by your acts and omissions. Report any health and safety risks to your manager.
- Work within the policy framework of Raystede Animal Centre and adhere to the terms laid out in the employee handbook

Key Working Relationships

Online customers, timely response to queries

Relevant agencies such as Royal Mail, parcel courier companies, PayPal, eBay as well as auction houses and those with specialist knowledge who may be from outside the organisation.

Colleagues, team working is essential

Commercial team, being part of a bigger team to maximise efficiencies and share best practice

Accounts team

Marketing team, to promote and maximise sales and Raystede's presence online.

Scope and Accountability

Decision making and limits of authority	<ul style="list-style-type: none"> • Assist the manager and in their absence, take responsibility for the operational needs to ensure smooth running of the charity's online sales business • Be creative in thinking about ways of working to protect and maintain a constant online presence • In the absence of the manager to handle and manage through to successful resolution the often complex issues with eBay and Paypal when customers raise complaints. Disseminate complaint details, being aware of scammers and provide necessary evidence to support our case and influence where necessary for eBay to find in our favour • Defer to the Retail Manager, or Head of Commercial for anything over and above
Financial resources	<ul style="list-style-type: none"> • Accurate processing of online payments and credit card payments • Secure use of company PayPal account • Secure processing of refunds in line with policy
Material assets	<ul style="list-style-type: none"> • Accurate stock control • Stock security and anti-theft procedures • Expected to report issues and defects with material assets, equipment, buildings, fixtures, and fittings to Estates team or senior management as appropriate.
Information and communication resources	<ul style="list-style-type: none"> • Use of PC and email to be conducted in line with policy and procedure • Use of EPOS and back office reporting functions • Secure storage of customer details and their payments
People management	<ul style="list-style-type: none"> • Assist the Online Sales Manager to train, develop and line manage the team of volunteers
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Have and maintain an understanding of eBay trading law and policy • Have and maintain a knowledge of PayPal policy and law

Person Specification

	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> • Good standard of English and Maths • Strong understanding of online selling 	
Knowledge and Experience	<ul style="list-style-type: none"> • Experience of online selling in a commercial capacity • Good people skills and ability to supervise • Good customer service skills, both verbal and written. • Be comfortable dealing with the public face to face, over the phone or in writing. • Positive and supportive of new ideas and processes that help service and offer ways to continually improve. • Well organised and able to work in a tidy manner • Good numeracy and literacy skills • Good negotiation skills • Ability to work effectively within a team • Good communication skills, ability to positively interact with different groups of people, both internal and external customers • Good basic IT skills including Microsoft Word, Excel and Outlook and EPOS experience • High standards of personal hygiene • Knowledge of health and safety best practice. 	Experience of working for a charity, preferably in the retail sector.
Key Skills and Abilities	<ul style="list-style-type: none"> • Proven communication skills, written and oral. • Ability to support and develop a diverse team, and build excellent working relationships. • Ability to manage personal deadlines and prioritise a demanding workload. 	•

	<ul style="list-style-type: none"> • Ability to reprioritise daily to successful outcomes • Ability to manage relationships with tact and diplomacy. • Excellent attention to detail. 	
Personal Attributes	<ul style="list-style-type: none"> • Personal, sociable and people orientated • Positive, proactive and willing to embrace change • A willingness to learn and develop for the benefit of the charity's Online operation. • Commitment to equality, diversity and inclusion and understanding of how it applies to own role • Empathy and interest in animals and their welfare 	
Other	<ul style="list-style-type: none"> • To have a flexible approach to working hours. 	