

## **Job Description**

<b>Job Title:</b>	Online Sales Manager
<b>Responsible to:</b>	Commercial Support & Development Manager
<b>Location:</b>	Raystede Centre for Animal Welfare
<b>Grade:</b>	C

### **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 teamwork within the Retail section and are 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:**

Maximise income through online selling of donated stock. Motivate and lead the online sales team of volunteers delivering excellent standards and customer service with superb attention to detail.

Maintain an efficient operation that continues to develop and achieves consistently positive seller status. Deal professionally with issues and proactively seek opportunities to improve profitability and the online shopping experience. Manage and 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 Head of Commercial & Visitor Operations in new business development and across the retail offer.

### **Key Tasks**

*To take day to day responsibility for managing the charity online sales activities.*

- Implement, monitor and evaluate plans for the profitable running of the online sales operation.
- Keep up with the changing environment by reviewing practices and finding new ways to improve and expand, driving forward sales, actively sourcing new income streams and new online platforms.

- To brief the Retail Manager at regular agreed intervals (and immediately if urgent) on progress.
- To propose action to them 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 the Head of Commercial as required in area wide initiatives
- 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.
- 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.
- To manage through to satisfactory resolution, any formal complaints within the online sales operation

#### Sales.

*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 constant high volume of listings with accurate description.
- To price competitively
- To manage the pricing structure for postage costs 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 training and development

#### 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

*Recruit, manage, motivate and train a team of volunteers who will be positive brand ambassadors for Raystede*

- To provide adequate supervision for the team

- To devise, plan and deliver training for the team, whether they be researching, packing, photographing or undertaking other relevant tasks.
- To lead, direct and develop the team, encouraging effective communication, setting objectives, initiating work plans and helping to foster a positive team spirit through regular team meetings.
- Ensure hand overs are thorough between manager and supervisor at holiday times

#### Admin

*To complete regular sales updates and brief Retail Manager as required.*

- Provide clear written guidance and instructions in the form of up-to-date policies and procedures for all those involved.
- To produce timely reports furnishing the Head of Commercial with all relevant details for the purpose of updating the Board of Trustees

#### *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.
  - Implementing risk assessment procedures
  - 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.
- Daily use of laptop and 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.

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**

<b>Decision making and limits of authority</b>	<ul style="list-style-type: none"><li>• Take responsibility for the operational needs to ensure smooth running of the online sales operation</li><li>• Be creative in thinking and ways of working to protect and maintain a constant online presence</li><li>• Handle and manage through to successful resolution the often complex issues with eBay and Paypal when customers raise complaints. Disseminate complaint detail, being aware of scammers and provide necessary evidence to support our case and influence where necessary for eBay to find in our favour</li><li>• Defer to another commercial manager, or Head of Commercial for anything over and above</li></ul>
<b>Financial resources</b>	<ul style="list-style-type: none"><li>• Accurate processing of online payments and credit card payments</li><li>• Secure use of company PayPal account</li><li>• Secure processing of refunds in line with policy</li></ul>
<b>Material assets</b>	<ul style="list-style-type: none"><li>• Accurate stock control</li><li>• Stock security and anti-theft procedures</li><li>• Expected to report issues and defects with material assets, equipment, buildings, fixtures, and fittings to Estates team or senior management as appropriate.</li><li>• </li></ul>
<b>Information and communication resources</b>	<ul style="list-style-type: none"><li>• Use of PC and email to be conducted in line with policy and procedure</li><li>• Use of EPOS and back office reporting functions</li><li>• Secure storage of customer details and their payments</li></ul>
<b>People management</b>	<ul style="list-style-type: none"><li>• Recruit, train, develop and line manage team of volunteers plus 1 x casual contract</li></ul>
<b>Legal, regulatory and compliance responsibility</b>	<ul style="list-style-type: none"><li>• Have and maintain a detailed understanding of eBay trading law and policy</li><li>• Have and maintain a detailed knowledge of PayPal policy and law</li></ul>

## Person Specification

	Essential	Desirable
<b>Education and Qualifications</b>	<ul style="list-style-type: none"> <li>• Good standard of English and Maths</li> <li>• Strong understanding of online selling</li> </ul>	
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• 3 years experience of online selling in a commercial capacity</li> <li>• Strong leader of people</li> <li>• Good customer service skills, both verbal and written.</li> <li>• Be comfortable dealing with the public face to face, over the phone or in writing.</li> <li>• Positive and supportive of new ideas and processes that help service and offer ways to continually improve.</li> <li>• Well organised and able to work in a tidy manner</li> <li>• Good numeracy and literacy skills</li> <li>• Good negotiation skills</li> <li>• Ability to work effectively within a team</li> <li>• Good communication skills, ability to positively interact with different groups of people, both internal and external customers</li> <li>• Good basic IT skills including Microsoft Word, Excel and Outlook and EPOS experience</li> <li>• High standards of personal hygiene</li> <li>• Knowledge of health and safety best practice.</li> </ul>	Experience of working for a charity, preferably in the retail sector.
<b>Key Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Proven communication skills, written and oral.</li> <li>• Ability to lead a diverse team, and build excellent working relationships.</li> <li>• Ability to manage personal deadlines and prioritise a demanding workload.</li> <li>• Ability to reprioritise daily to successful outcomes</li> <li>• Ability to manage relationships with tact and diplomacy.</li> <li>• Excellent attention to detail.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Personal, sociable and people orientated</li> </ul>	

	<ul style="list-style-type: none"> <li>• Commitment to equality, diversity and inclusion and understanding of how it applies to own role</li> <li>• Empathy and interest in animals and their welfare</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• To have a flexible approach to working hours.</li> </ul>	