



## Ecommerce Manager

### Job Description

<b>Salary Scale</b>	£26,850 Full Time Equivalent
<b>Hours</b>	30 - 37.5 per week
<b>Responsible to</b>	Head of Retail & Trading
<b>Accountable to</b>	Director of Income Generation

*Overgate Hospice is an independent charity with a mission to ensure that patients and those close to them live with the best possible quality of life. This is enabled by provision of the highest standard of compassionate and evidence-based specialist palliative and end of life care for adults in Calderdale who have active, progressive life limiting illness.*

*However, the current constraints of our ageing facilities are making this more difficult than ever. Our ambitious redevelopment plans will modernise and expand our existing facilities to transform the environment in which we care for our patients, as well as meaning we can care for more people who need us. In April 2024, Overgate Hospice launched a capital appeal, the Big Build Appeal, to raise the funds needed to make these transformational plans become a reality.*

### Job Summary

As our Charity eCommerce Manager, you'll take the lead in growing our online retail presence. From listing items and managing stock to developing strategies for eBay, Facebook Marketplace, and working with local auction houses. This is your chance to make a real difference, using your skills to boost revenue and help support the vital work of Overgate Hospice.

As our Ecommerce Manager, you will take the lead in developing and delivering a successful, income-generating online retail operation. Working closely with the Head of Retail, you will be responsible for achieving sales and targets, managing day-to-day operations across our ecommerce platforms, and ensuring a first-class customer experience.

### Minimum Qualifications / Experience Required

Educated to GCSE level Grade C above or equivalent experience.  
Minimum of two years' experience in a leadership/ management role.  
Minimum of two years' experience in Ecommerce.



### **Key Working Relationships**

Head of Retail and Trading  
Ecommerce team including volunteers  
Donation Centre Team  
Retail Area Manager  
Retail Team  
Income Generation Team  
Volunteers

### **Duties and Responsibilities of the Post**

Lead and grow Overgate's ecommerce operation, working with the Head of Retail and Trading to develop and deliver a clear plan for online income generation.

Ensure the effective management of the Gift Aid process to maximise income, maintaining full compliance with all HMRC and Gift Aid regulations at all times.

Work closely with the Donation Centre Manager, Area Managers and Shop Managers to identify, select, and gather stock best suited for online sale, ensuring high-value or specialist items are maximised through ecommerce.

Drive online sales through effective sourcing, researching, pricing and listing of items, ensuring accuracy and quality in all listings.

Coordinate efficient and timely dispatch of sold items, maintaining strong operational processes.

Ensure first class customer service levels are always maintained, with positive engagement with customers, donors and supporters, striving for positive feedback and high seller ratings.

Identify new platforms, sales channels and opportunities to increase online income and raise awareness of the Hospice's work.

Attract, recruit and support a team of volunteers, working alongside our Volunteer Services team to create a rewarding volunteer experience.

Maintain excellent standards of security, housekeeping and organisation in the ecommerce workspace.

Ensure full compliance with cash handling, banking and stock control procedures.

Use social media and digital tools to promote items and grow awareness of our online shops.

Maintain efficient stock management processes to improve the productivity and performance of the ecommerce department.

Oversee correct pricing strategies for listings and couriers to ensure maximum income and sales are achieved.



Develop relationships with local auction houses to secure best value for specialist or high-value items.

Ensure up to date recording and awareness of online sales and Gift Aid performances against budgets.

Work with the Head of Retail and Trading in preparing, analysing and understanding the financial performance reports, ensuring sales, costs and profits are at optimal levels.

Support wider retail and fundraising events as required.

### **Customer Service**

Ensure that customer service is professional and supports the ethos of the hospice.

Support and advertise hospice events, campaigns and awareness issues.

Build relationships with customers and the community.

Promote the role of the charity in the community.

Ensure professional and friendly service is given at all times.

Accept all donations politely and professionally.

Promote the use of the Hospice loyalty card scheme.

### **Overgate General Duties and Responsibilities**

All employees must maintain a safe working environment in accordance with Overgate Hospices Health and Safety policies & abide by the Health and Safety at Work Act (1974)

All employees must undertake relevant mandatory training.

All employees must comply with all Hospice policies and procedures and always maintain strict confidentiality within the guidelines of the General Data Protection Regulations.

All employees must adhere to the Hospice's Standards of Behaviour Framework and Values in all aspects of their work.

This job description is not exhaustive and will be subject to periodic review. The employer and the employee share responsibility to review and amend it as appropriate.

### **Safeguarding Children and Adults at Risk**

All Hospice staff are required to act in such a way that at all times safeguards the health and well-being of children and adults at risk. Familiarisation with and adherence to the Hospice safeguarding policies is an essential requirement of all employees as is participation in related mandatory/statutory training.



**Valuing Diversity and Equality**

All employees should carry out their duties in accordance with the values and principles of valuing diversity and equity of provision. It is the responsibility of all employees to support the Hospice vision of promoting a positive attitude to diversity and equality of opportunity, to eliminate discrimination and disadvantage in service delivery and employment, and to manage, support or comply through the implementation of the Hospice's Equal Opportunities Policy.

**PERSON SPECIFICATION**

Attributes	Essential	Desirable	How Identified
<b>Qualifications/Training</b>			
Educated to GCSE level Grade C above or equivalent experience.	✓		Application Form
Clean, current driving licence and access to own transport for use at work	✓		Application Form
<b>Knowledge</b>			
Knowledge of gift aid legislation	✓		Application Form & Interview
Knowledge / awareness of antiques/ collectables/furniture/fashion	✓		Application Form & Interview
Knowledge and experience of Health and Safety, manual handling and trading standards		✓	
<b>Experience</b>			
Minimum of two years' experience in a leadership/ management role.	✓		Application Form
Minimum of two years' experience in Ecommerce.	✓		Application Form
Experience of working to timescales and deadlines	✓		Application Form & Interview
Experience of representing an organisation in a professional manner	✓		Application Form
Experience of prioritising own workload and working with minimum supervision	✓		Application Form & Interview
Experience of using online sales platforms	✓		Application Form
Experience of multitasking and working in an environment of multiple demands	✓		Application Form
Good timekeeping	✓		Interview
Excellent interpersonal skills	✓		Application Form & Interview
Computer literate and proficient in the use of Microsoft Office suite of programs	✓		Application Form & Interview
Ability to communicate verbally and in writing	✓		Application Form & Interview
Ability to work in a team which includes volunteers	✓		Application Form & Interview
Ability to maintain confidentiality	✓		Application Form & Interview
Excellent attention to detail, presentation and merchandising	✓		Application Form & Interview
Excellent telephone manner	✓		Application Form & Interview
<b>Personal Attributes</b>			
Understanding of and empathy with Hospice environment	✓		Interview

Attributes	Essential	Desirable	How Identified
Ability to deal with conflicting demands and pressures	✓		Application Form & Interview
Team player who earns the trust and respect of colleagues	✓		Application Form & Interview
Positive professional approach and image	✓		Application Form & Interview
Commitment to the purpose and values of Overgate Hospice	✓		Application Form & Interview
Emotionally Resilient	✓		Application Form & Interview