

# EAST LANCASHIRE HOSPICE

Registered Charity No: 1075653

**Job Title:** On-Line Lead

**Accountable to:** Retail Lead

**Job Purpose:**

Deliver the sales and profit targets within the online trading department for East Lancashire Hospice Shops through effective trading across all available online channels. Manage and motivate a team comprising of volunteers.

Exceed customer expectations by delivering high quality customer service and adhere to all policies and procedures.

Work closely with the Retail Lead and Income Generation and Marketing Lead to ensure the effective day to day running of the retail online trading business.

Develop and support the online trading team efficiently and effectively through mentoring, training and motivating.

## KEY PERFORMANCE AREAS

- Have full responsibility for achieving income and expenditure budgets generating maximum profits through the effective management of the online trading department.
- Achieve agreed sales targets and profit budgets of the online trading department by setting and maintaining high standards of pricing, stock control and customer service and maximising the selling opportunities on all online channels including social media.
- Ensure the online trading department trades the agreed hours and has the appropriate staff coverage every day.
- Ensure maximum stock availability for online listings through effective stock control and movement of stock from the stores as required. Continually reviewing rotation, quality and replenishment of stock ensuring stock is aligned to maximise sales.
- Ensure that the required eBay and Amazon seller levels are always met and adhered to.
- Ensure that East Lancs Hospice does not violate any of the eBay or Amazon selling regulations when listing an item.
- Ensure that all eBay and Amazon customer enquiries are responded to effectively and within an appropriate time to maintain excellent customer service.
- Research across all online channels to ensure that our donated items are being listed on the correct channel for the maximum potential price.
- Maintain the highest standard of photography to support each item listing and ensure that the description is clear, concise, and informative.
- Create an eBay shop that reflects and communicates the true values of the Hospice ensuring that the category hierarchy delivers best practice and maximises the selling potential within eBay.
- Ensure all items are wrapped and pack to ensure no breakages or damages occur whilst in transit and that all orders are despatched on the required day in line with the Amazon and eBay policies.
- Ensure that there is always sufficient listing live on eBay and Amazon to meet the weekly required sales targets for the online department.
- Reach out to store teams for quality donated items that can be listed on all online channels and feedback regularly the success of the value achieved of their items sent to the department.
- To maintain the agreed quality standards required to ensure the effective operation of the online trading department including compliance with Trading Standards regulations.
- Maximise the price point for all items using the best online selling method across all channels.
- Manage and achieve the required Gift Aid target set for online trading.

- Provide regular feedback of the online trading department's performance to the Retail Lead.
- Monitor and control all costs in accordance with set targets and budgets to maximise the profitability of the online trading department.
- Proactively recruit volunteers, effectively plan volunteer cover, and train volunteers within the online trading department. Support and where appropriate lead the recruitment of new staff in conjunction with the Retail Lead. Provide effective training for new members of the online team during their induction and ongoing.
- Be responsible for ensuring health and safety procedures are maintained and reporting all risks repairs via the Hospice system

## **GENERAL DUTIES AND RESPONSIBILITIES**

- Always maintain confidentiality and to comply with the East Lancs Hospice policy on Information Governance, thus ensuring security in the management and use of third-party information.
- Always comply with the policies and procedures of East Lancs Hospice.
- Ensure all company policies, standards and operating procedures are maintained and followed in a consistent manner communicated effectively to staff and volunteers.
- Ensure the online department is compliant with all relevant legislation such as health and safety. Online trading standards and trading standards. Ensure the online team are adhering to East Lancs Hospice Policies and procedures.
- Ensure all security and Health and safety policies and procedures are adhered to providing a safe and secure store environment for staff and Volunteers.
- Provide regular and relevant training for staff and volunteers in Health and Safety, Maintaining legal compliance always.
- Working in partnership with other departments to promote all aspects of the Hospice.
- Actively participate in two-way communication sharing and exchanging relevant and appropriate information with the Income Generation and Marketing Lead, Retail Lead, and Shop Supervisors.
- Ensure that the rotas for the department are set out at least 4 weeks in advance and everyone understands their rota.
- Work closely with the Marketing and Communications Lead to ensure the relevant branding, promotion and use of the Hospice social media is appropriate.
- Working in partnership with other departments to promote all aspects of the Hospice.

## **PROFESSIONAL RESPONSIBILITIES**

- Maintain appropriate and respectful professional relationships with colleagues and other staff
- Exercise good personal time management, punctuality, appearance and consistent reliable attendance
- Act as an ambassador for the East Lancashire Hospice promoting at all times the hospice mission, values, and acting in a way to uphold public confidence
- Conduct duties with regard to the hospice's stated values that:
  - Patients are individuals and have a right to respect, privacy, dignity and choice
  - Staff and volunteers are vital to the hospice's success, and it is their contribution which provides the hospice with its quality service and reputation
  - Our services should be focused on meeting our patients' requirements
  - Value for money is achieved making the most effective use of available resources
- Ensure that personal actions and conduct apply with hospice policies and procedures
- Ensure effective use of hospice resources

## **PERSONAL DEVELOPMENT**

- Access mandatory training appropriate to the role
- Participate in the hospice appraisal system and access training opportunities to improve own knowledge and skills
- Maintain harmonious working relations with store teams through regular communication and store visits.
- Ensure the online team are supported, mentored, and fully informed of the charities trading performance.

- As an online Lead you may be asked to work in other stores or other duties as required.
- Participate in Hospice meetings, Training and Education when required
- This job description is not exhaustive and subject to annual review
- Participate in the education and training of others as appropriate to the role

### **MANAGING SERVICES**

- Ensure a safe environment by ensuring the reporting of hazards and incidents, completion of relevant risk assessments, investigation of incidents and implementation of risk reduction measures
- Ensure effective use of all resources within allocated budget

### **MANAGING PEOPLE**

- Contribute to the induction of new staff and volunteers in accordance with hospice policy and procedures to ensure they have the appropriate information and training to carry out their role
- Contribute to staff development to enhance service delivery
- Organise and manage volunteers in accordance with hospice policies and procedures
- Maintain harmonious working relations with store teams through regular communication and store visits.
- Ensure the online team are supported, mentored, and fully informed of the charities trading performance.

### **STATUTORY DUTIES**

- Ensure the security of information accessed in the course of your duties ensuring compliance with the Data Protection Act, Caldicott principles and information governance best practice guidance
- Report any hazards or incidents in accordance with the Health Safety and Risk Management Policy and procedures
- Comply with the East Lancashire Hospice 'no smoking' policy in all hospice premises and grounds
- Be responsible for maintaining own vaccinations including Hepatitis B immunity (as applicable)
- Ensure that infection control measures are followed in relation to your role
- Work at all times to safeguard the rights of individuals promoting their wellbeing and protecting those at risk from harm, acting on any concerns related to safeguarding children and adults at risk in line with policy and local guidance
- Work at all times to respect people's individuality, rights and diversity to ensure equality

### **KEY SKILLS**

- Excellent retail and online trading skills.
- Proficient in eBay and Amazon selling.
- Excellent understanding of collectables and their identity and value.
- Social media skills
- Exceptional interpersonal skills.
- Strong communication skills both written and oral.
- Committed team player.
- Good organisational skills.
- Strong team building and leadership skills.

### **WORKING HOURS**

- The post holder will work 37.5 hours per week flexibly across 5 days which may include Saturday's post holder will operate from East Lancashire Hospice Warehouse. As an online Lead you may be asked to work in other stores or other duties as required.

### **NOTES**

This job description reflects how the post currently meets the needs of the service. Since the hospice is constantly developing and changing its services to ensure it meets the needs of the community it serves, the role and responsibilities of the post holder may change accordingly.

This job description will be reviewed annually at the annual PDR and may change as is deemed necessary.

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**ACCEPTANCE OF JOB DESCRIPTION**

I confirm I accept the duties contained in the above job description.

**NAME:** .....  
(PRINT)

**SIGNED:** ..... **DATE:** .....

**EAST LANCASHIRE HOSPICE**  
**Person Specification Online Lead**

ATTRIBUTE	ESSENTIAL	DESIRABLE	INTERVIEW / APPLICATION
<b>Education &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>• GCSE A-C Level or equivalent</li> <li>• Excellent numeracy and literacy</li> <li>• NVQ Level 4 in Retail Management or equivalent qualification or work experience</li> </ul>	<ul style="list-style-type: none"> <li>• City &amp; Guilds 7300-01 Introduction to Trainer Skills Qualification</li> </ul>	<ul style="list-style-type: none"> <li>• Application</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Computer literate</li> <li>• Online trading</li> <li>• eBay and Amazon selling</li> <li>• Social Media</li> <li>• Ecommerce</li> <li>• Ability to motivate the team</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Health &amp; Safety</li> </ul>	<ul style="list-style-type: none"> <li>• Application / Interview</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Retail background</li> <li>• Online trading</li> <li>• eBay and Amazon selling</li> <li>• Social media</li> <li>• Ecommerce</li> <li>• Ability to motivate the team</li> </ul>	<ul style="list-style-type: none"> <li>• General Admin</li> </ul>	<ul style="list-style-type: none"> <li>• Application / Interview</li> </ul>
<b>Key Skills</b>	<ul style="list-style-type: none"> <li>• Ability to manage a team</li> <li>• Good communication</li> <li>• Ability to plan ahead</li> <li>• Evidence of excellent customer service skills</li> <li>• Online trading</li> <li>• eBay and Amazon selling</li> <li>• Social media</li> </ul>		<ul style="list-style-type: none"> <li>• Application / Interview</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Ability to work with minimal supervision taking responsibility for your own work and you teams work</li> <li>• Positive attitude to all aspects of work</li> <li>• Target driven</li> <li>• Flexible attitude to work</li> <li>• Approachable and friendly manner</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Application / Interview</li> </ul>

	<ul style="list-style-type: none"><li>• Proven track record of achieving set targets through correct and appropriate use of online tools and realising an item's full selling potential</li></ul>		
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