



Job Description

Post Title:	National Online Trading Manager
Accountable to:	Director of Retail
Contract:	Permanent, Full Time, flexible
Terms:	Based at warehouse facility in Leicestershire
Salary:	£22-£25K depending on experience

Role summary

To define and execute the Life online trading strategy to meet ambitious income and profit targets and optimise supporter experience.

Set up new online facility to house all ecommerce, new goods and social media.

Take ownership of the full online trading offering for new goods and second hand goods from idea to implementation

Manage all aspects of the commercial product lifecycle, driving improvements through analysis, planning and execution.

Key Responsibilities:

- To achieve ambitious ecommerce income targets by managing an ecommerce team, the day to day running, optimisation and advancement of the ecommerce website and operations; including merchandising, product selection, site content, supply chain, warehousing, fulfilment, customer service.
- To develop a sector leading ecommerce proposition, through the development of current propositions and trialling new ones.
- Manage the Life EBay accounts to ensure the site is fully functional, updated and delivers optimised and engaging supporter journeys that ultimately drives conversion and income.
- Be an advocate for online and champion ecommerce within the department, keeping up to date with the latest industry news and opportunities.
- Analyse performance and take appropriate action to ensure the delivery of income targets, ensuring business decisions are made with the relevant information.
- Work with third party technical support to drive new technical initiatives and enhancements.

Personal Specification:

Key technical skills, knowledge, Experience and behaviours

- Substantial experience of achieving financial income targets
- Relevant experience of ecommerce and proposition development
- A proven track record of management, planning, testing and implementation of ecommerce best practices in a fast moving, results –oriented organisation
- Experience of managing budgets, targets and KPIs
- Strong leadership skills
- Self-motivated with a high level of initiative
- Ability to excel in pressure and work to tight deadlines
- Understanding of data management, audience segmentation and analysis
- Proven ability to manage people, time and resource effectively to prioritise multiple projects and hit deadlines
- Proven ability to manage and coach teams
- Strong communication both written and oral
- Experience working with fulfilment companies, call centres and warehouses
- Good understanding of buying
- Knowledge of ecommerce platforms and content management systems
- Excellent knowledge and understanding of website metric tools e.g. google analytics

Safeguarding Children & Vulnerable Adults

Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and vulnerable adults. Familiarisation with, and adherence to, the appropriate organisational Safeguarding Policies and any associated guidance is an essential requirement of all employees as is participation in related mandatory/statutory training. All employees must ensure that they understand and act in accordance with this clause. If you do not understand exactly how this clause relates to you personally then you must ensure that you seek clarification from your immediate manager as a matter of urgency. Equally, all managers have a responsibility to ensure that their team members understand their individual responsibilities with regard to Safeguarding Children and Vulnerable Adults

Personal responsibilities:

The post holder must assume responsibility for their own professional and personal development (supported by Life where appropriate) to ensure their continuing competence to deliver Life's requirements.

A key component of development is being fully aware of regulatory and legal requirements impacting on operational services and ensuring that all staff within those services, including retail, are aware of and deliver their individual responsibilities

Corporate Behaviours:

All staff will be expected to:

- Work within the Charity's aims and objectives, upholding its vision and mission
- Demonstrate respect for others and value diversity

- Act responsibly in regards to the health and safety of themselves and others
- Focus on the service user and customer, both internally and externally at all times
- Make an active contribution to developing the service
- Learn from, and share experience and knowledge
- Keep others informed of issues of importance and relevance
- Consciously review mistakes and successes to improve performance
- Act as an ambassador for the Charity and maintain the highest professional standards at all times
- Use discretion and sensitivity and be aware of issues requiring total customer confidentiality
- Demonstrate a flexible approach to their work.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post holder will perform. The job description will be reviewed regularly and may be changed in light of experience and/or organisational requirements, and in consultation with the post holder