

JOB DESCRIPTION

Job Title:	Digital Sales Manager
Department:	Trading - Retail
Location:	The Depot, Letchworth
Reports to:	Retail Director
Line Manges:	Online Sales Assistants, Online Sales Admin Assistant, Volunteers
Hours:	37.5 hours per week (over a 7 day rota)
Contract:	6 month Fixed Term Contract
Working Relationships:	Retail Donations Centre Manager, District Managers, Shop Managers, Retail Operations Team and other Hospice staff

Job Summary

The Digital Sales Manager will develop, oversee and manage the online sales strategy for the hospice's retail trading operations. This includes driving sales through the e-commerce platform, developing relevant, innovative and effective digital marketing initiatives, and ensuring the commercial promotion and sale of donated goods online. The role will involve collaborating with various teams, including marketing, operations, and retail, to maximize online revenue and support the hospice's charitable goals.

Main Duties and Responsibilities

1. Online Sales Strategy and Management:
 - Develop and implement a comprehensive digital sales strategy to drive revenue through online platforms (website, third-party marketplaces, social media, etc.).
 - Optimise the product range available online, ensuring that key items and donations are promoted effectively.
 - Analyse and report on online sales performance, identifying areas for growth and improvement.
2. Digital Marketing and Promotion:
 - Plan and execute digital marketing campaigns to promote products, seasonal sales, and special initiatives through email newsletters, social media, and digital advertising.
 - Work with the marketing team to ensure alignment of the digital sales strategy with broader hospice fundraising goals.
 - Monitor and manage online presence, including SEO, paid advertising, and social media promotions, to increase visibility and drive traffic.
 - Product Listing and Inventory Management:
 - Oversee the listing of donated goods on online platforms, ensuring product descriptions, images, and pricing are accurate, commercial and compelling.
 - Manage online inventory levels, coordinating with the retail team to ensure stock is replenished as necessary.

3. Customer Engagement and Experience:

- Ensure exceptional customer service for online shoppers, responding promptly to inquiries and resolving issues.
- Monitor customer feedback, reviews, and ratings to improve product offerings and customer experience.
- Drive customer loyalty through targeted promotions, offers, and engagement strategies.

4. Collaboration and Reporting:

- Collaborate with the Retail and Operations teams to align on sales goals, inventory management and customer needs, a grow online sales in shops with our District Managers and introduce appropriate 'click and collect' and 'order in store' services
- Provide regular reports and analysis on digital sales performance, trends, and competitor activity to senior management.
- Stay up to date with e-commerce trends and digital retail innovations to ensure Garden House Hospice Care remains competitive.

5. Team Management:

- To supervise the Online Sales Team and assist with sourcing items from donated goods and proactively promote and sell these items online to help meet the retail sales and online income targets and to ensure the best income is achieved from donated goods.
- Be responsible for the day-to-day supervision of the Online Sales Assistants, including undertaking performance appraisals, management of staff, including annual leave and sickness cover.
- Operate within the guidelines of the Hospice Trading Company and to ensure good financial best practice is maintained.
- Provide an efficient service to donors, volunteers, supporters and the retail team of the Hospice Trading Company.

Confidentiality

The contractual relationship between GHHT and its employees is founded on trust. Employees will treat as confidential all information regarding the business of GHHT, information with regard to and agreements with suppliers, and information gained about other employees and consultants.

General

This job description is not an exhaustive list of duties but it is intended to give a general identification of the range of work undertaken and will vary in detail in the light of changing demands and priorities within the Department. Substantive changes in the range of work undertaken will be carried out in consultation with the job holder.

Health and Safety

- Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees and visitors.
- Ensure familiarity with procedures for dealing with incidents such as accidents or fire.
- To ensure that all events are appropriately risk assessed for the safety of participants, staff, volunteers and the general public and ensure risk assessments are completed efficiently for all activities related to this role.

Purpose and core values

All staff are expected to work in line with GHHT Purpose and Core Values as these act as a value base which directly influences how all work activities are undertaken. The ethos of GHHT should be apparent in the behaviours and attitudes of all employees as the work they undertake, whether it is direct or indirect care, is ultimately for the benefit of patients. The Purpose and Core Values are an integral part of all job descriptions, recruitment, the probationary period and performance and development reviews.

General duties

- To always comply with GHHT Information security policy. Also, to respect confidentiality of information about staff, patients and health service business and in particular the confidentiality of electronically stored personal data in line with the Data Protection Act.
- It is the responsibility of all GHHT employees to fully comply with the safeguarding policies and procedures of GHHT. As a GHHT employee, you must ensure that you understand your role in protecting adults and children that may be at risk of abuse. Individuals must ensure compliance with their safeguarding training.
- GHHT is committed to a policy of equal opportunities. A copy of our policy is available from the Human Resources department.
- GHHT operates a no-smoking policy.
- The role description gives a general outline of the duties of the post and is not intended to be an inflexible or finite list of tasks. It may be varied, from time to time, after consultation with the post holder.
- All appointments are subject to pre-employment health screening.

"team" refers to all members of staff including volunteers

Garden House Hospice Care is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

PERSON SPECIFICATION

Criteria	Essential	Desirable
Qualification	<ul style="list-style-type: none"> • Good standard of general education 	
Skills & Experience	<ul style="list-style-type: none"> • Proven experience in digital sales, e-commerce and or online retail management. • Strong understanding of e-commerce platforms, digital marketing, SEO, and analytics tools. • Excellent communication and customer service skills. • Ability to analyse data and translate insights into actionable strategies. • A collaborative and solution-oriented approach to problem-solving. • Passion for the hospice's mission and the ability to represent the organisation positively in the digital space. • Experience of leading and managing a team. 	<ul style="list-style-type: none"> • Experience in managing online marketplaces such as eBay, Etsy, or similar. • Knowledge of digital fundraising strategies. • Familiarity with inventory management systems and online retail tools.
Knowledge	<ul style="list-style-type: none"> • MS Office suite including Outlook, Word & Excel 	<ul style="list-style-type: none"> •
Behaviours	<ul style="list-style-type: none"> • Flexible & adaptable to change • Positive and resilient attitude • Hospitable • Pro-active • High integrity & professionalism • Accountable • Consistently upholds brand values 	

Shortlisting for all positions will be undertaken on the basis of applicants meeting the requirements listed above. Please note that in order to be offered an interview, the applicant must meet all the essential requirements for the post.