



Online Sales Supervisor Job Profile

Reports to:	Store Manager
Direct reports:	None- although it may involve supervising companions and/or volunteers
Location/s:	<u>242 Barns Road</u> and <u>109 Poundway, Templars Sq. Shopping Centre, Cowley, Oxford</u> and other locations as required
Responsible for:	Online sales
Term:	Fixed term for 12 months
Hours:	4 days [30hrs] a week
Salary:	£20,500 pro rata

Overall Purpose of the Job

For the last 3 years Emmaus Oxford has been slowly increasing our online offer and we have now secured a 1-year grant to increase this even further. This exciting new role is responsible for running & developing Emmaus Oxford's e-commerce capacity. Running sales of donated items through online auction sites and online retail outlets.

Establishing and developing policies and procedures to deliver high customer service standards and working closely with the store management team [particularly with one of our Deputy Store Managers, who has developed our e-commerce up to now]. This role is central to the operation of our online sales, covering everything from stock selection, listings & dispatch to marketing and diversification. The role includes supervising and training Emmaus Companions and volunteers, who will assist the Online Sales Supervisor. This role will have set targets for sales, feedback ratings and be responsible for reporting on those targets. This role includes some keyholding responsibilities and administration of a small petty cash float.

Emmaus works with vulnerable people. Staff and volunteers must observe the proper professional boundaries while performing their role. Although this is initially a 1 year fixed term contract, if it is a success, it may be extended.

Main Duties and Responsibilities

- Forming a key part of the Emmaus Oxford Store Team, this role will work closely with the Emmaus Oxford Social Enterprise Committee [SEC]
- Lead on online sales to maximise online sales profits, aiming to increase income from £30,000 to £100,000 a year.

- Assisting Managers in creating systems & procedures for efficient and profitable operation of on-line sales, primarily on eBay but also on other online platforms
- Selecting & researching stock, photographing items and drafting accurate descriptions, ensuring they contain all the information necessary to make the items as appealing as possible to potential customers
- Maintain high standards of presentation, merchandising, stock control, customer communication and timely dispatch, ensuring Emmaus maintains a high feedback rating on all the sites we operate on.
- Ensuring that timeframes for responding to customer queries, dispatching items etc. are met and the highest levels of positive feedback on selling platforms is maintained.
- Keep up to date with online development and emerging sales platforms on which we can sell goods.
- Provide effective stock control & inventory of items being/to be, sold online
- Ensuring that all online sales activity is compliant with the rules, standards and guidelines of the selling platforms & Trading Standards.
- Working with the Store Management team to produce & deliver online sales reports needed by store, charity management, SEC and board of trustees.
- Identifying opportunities for both service improvement and business expansion and diversification within the EO strategic objectives. Including research, drafting proposals /Budgets, with the Store Manager/CEO and initialising approved developments together with the Store Management team.
- Selection of most profitable stock
- Monitor and respond to market conditions tailoring stock mix to opportunities and competitor activity
- Maximise the benefits Emmaus can receive from online platforms charity seller status
- Supervising & training companions and volunteers working on online sales
- Work closely with the Emmaus 'Head of Fundraising' and 'Regional Communication Officer' to ensure our online presence, through sales platforms and social media, is 'on brand' and consistent
- Maximise our Gift Aid income through online sales
- Contribute to marketing strategies, particularly online marketing
- Contribute towards building and maintaining partnerships relevant to the social enterprise, including other providers, local businesses and individuals.

Online Sales Supervisor Person Specification

<u>Essential</u>	<u>Desirable</u>
<p><u>Education:</u></p> <ul style="list-style-type: none"> • Good general education 	<p><u>Education:</u></p> <ul style="list-style-type: none"> • Educated to A Level or equivalent
<p><u>Skills:</u></p> <ul style="list-style-type: none"> • High standard of IT skills including, WORD, EXCEL, Outlook • Photography- producing quality photos for online sales, social media or marketing • Excellent written and verbal communication skills • High level of literacy & numeracy • Work planning, time management, and delegation • Excellent presentation skills • Ability to understand and analyse sales figures • Attention to detail • Providing excellent customer service 	<p><u>Skills:</u></p> <ul style="list-style-type: none"> • Marketing and communications [online] • Strategy development • First aid at work qualifications • Safeguarding qualifications • Full clean driving licence
<p><u>Experience:</u></p> <ul style="list-style-type: none"> • Experience of high-volume eBay [&/or other online selling platform] selling. • Proven record of meeting tight deadlines and hitting targets • Providing high levels of customer service • Experience of using social media in a professional setting: Facebook, Instagram etc. • Responding to and resolving customer complaints • Carrying out online research to establish estimate values of household goods and collectables 	<p><u>Experience:</u></p> <ul style="list-style-type: none"> • Working in a social enterprise or not for profit organisation • Second-hand or charity retail experience • Personnel supervision • Working with vulnerable people • Change management • Training others • Experience of Gift aid processes • Keyholding for a small business • Working as part of a small team
<p><u>Knowledge:</u></p> <ul style="list-style-type: none"> • Good knowledge of the internet, social media and e-commerce platforms • Good knowledge of the rules, and guidelines of online selling platforms • Professional boundaries 	<p><u>Knowledge:</u></p> <ul style="list-style-type: none"> • Good knowledge of relevant legislation: trading standards online, retail etc. • Knowledge of Homelessness organisations and social enterprises • Specialist knowledge of key areas, such as furniture, collectables, books or antiques, including levels of demand & valuations • Knowledge of 'Google Analytics'
<p><u>Other (essential):</u></p> <ul style="list-style-type: none"> • Sympathy with the Emmaus ethos, including a belief in the potential of each individual and an empowering approach • Cash handling / Petty cash administration • Ability to plan and prioritise own workload • Ability to work flexibly as part of a team and also independently. • Commitment to Equal Opportunities, diversity, inclusion and anti-discriminatory practices. • Enthusiastic and can-do attitude. • Honest, trustworthy, reliable. 	