



JOB ROLE AND RESPONSIBILITIES – eCOMMERCE MANAGER **12 month contract. Temp to Perm possible if targets are met**

EMMAUS BRISTOL MISSION

Emmaus Bristol works with formerly homeless and other socially excluded people so that together we can gain control of our lives, and discover our common purpose to help others in need.

EMMAUS BRISTOL VISION & VALUES

We are working together towards a world where every person is valued and respected, without injustice or distinction.

We believe in:

Respect - for others, ourselves and our environment

Sharing – our resources, skills, challenges and successes

Openness – to ideas, challenges and to other points of view

Solidarity – helping those in greatest need and opposing injustice

Welcoming – friendly, approachable and inclusive to all

EMMAUS BRISTOL STRATEGIC OBJECTIVES 2018-2023

Emmaus Bristol is committed to expand and improve the work that we do to help people out of homelessness and poverty. We will:

1. Diversify social enterprises in order to increase and diversify income for the charity and to provide a wider range of work experience for companions and other unemployed adults.
2. Expand services to provide support to non-resident unemployed and homeless adults.
3. Expand our accommodation to provide spaces for a greater number of companions and to provide additional move-on housing.
4. Improve move-on to employment and move-on to independent living rates.
5. Maintain or improve our 95% success rate (defined as companions who maintain their tenancy and/ or have a positive move on) in any given year.
6. Use the social enterprises to generate a surplus for the charity above running costs.
7. Increase the numbers of people benefitting from the Business Incubator in order to help more people to set up businesses/ not-for-profits.

JOB PURPOSE

The purpose of the eCommerce Manager is to: a) grow our online revenue/ increase the surplus for the charity and b) provide companions with work experience and training in online sales. Your experience of selling via a range of online platforms (such as eBay/Vinted/Amazon) and middleware (such as Inkfrog/Shopiago/Octavia) will be vital in helping us to grow this income stream.

Unlike many other charity shops, Emmaus Bristol's trading is primary purpose, which means that the meaningful activities provided for companions (and potentially other unemployed people) is as important as the financial impact. The role has responsibility for meeting targets linked to both income and expenditure, as well as for developing companion work experience opportunities.

This is a hands-on role and you will generate income through selecting, researching, pricing, photographing, listing, packing and sending donated goods via our current eBay shop as well as any new platforms you introduce. You will manage and work alongside our current eBay seller to optimise processes and systems in order to maximise efficiency and minimise costs (Covid risk assessed work area on site or remote working during pandemic).

You will regularly report on eCommerce income and expenditure to the Social Enterprise Manager and contribute to quarterly management information reports.

There is an additional earning potential of £1,200 per annum, paid quarterly in arrears if specific income and cost saving targets are met. (Subject to PAYE/ NI/ pension)

JOB ACCOUNTABILITY, RESPONSIBILITY & AUTHORITY

The eCommerce Manager is accountable to Emmaus Bristol's Social Enterprise Manager; the Social Enterprise Manager is the eCommerce Manager's Line Manager.

The eCommerce Manager has line management responsibilities for the eBay Assistant and may manage the tasks and work of volunteers and companions working in eCommerce.

RELATIONSHIPS

The eCommerce Manager is to foster and maintain productive, healthy and professional relationships with:

- Companions (adults with lived experience of homelessness and living within the Emmaus Bristol community)
- Staff, volunteers and trustees at Emmaus Bristol
- Customers and suppliers
- Goods donors
- Relevant professional bodies such as the Reuse Network and Charity Retail Association
- Online middleware and sales platforms
- Emmaus organisations at Regional and National level
- Emmaus Bristol trainees, students, work placement participants, interns and other visitors

RESPONSIBILITIES

All job responsibilities at Emmaus Bristol are categorised in one of the following areas:

- Business-related tasks
- Care/support-related tasks
- Business Incubator-related tasks
- General tasks

Business-related

Sales

- Select, research, price and photograph donated goods to achieve high quality product listings that generate income
- Write online-savvy product descriptions to consistently produce listings that maximise impressions and minimise technical customer queries
- Generate highest possible sales value for listed goods
- Set up and maintain a profitable partnership with a middleware provider such as Inkfrog/Shopiago/Octavia
- Track listing impressions and click through rates to identify positive practices/ areas for improvement
- Meet or exceed eCommerce targets for income and cost saving

Organising/Sending Goods

- Pack and send sold items to ensure platform timeframes and seller status requirements are consistently met or exceeded
- Make sure customer queries and feedback requirements are consistently met
- Strive to achieve the highest levels of positive feedback across all selling platforms
- Work with our current eBay to develop and streamline current stock management/packing systems

Reporting/Management

- Supervise and train companions, volunteers and staff in the eCommerce enterprise
- Empower companions to take part in and develop the eCommerce social enterprise
- Identify relevant eCommerce courses and qualifications suitable for companions
- Develop an internal training manual for eCommerce
- Provide regular sales and cost reports and contribute to quarterly management information reports
- Manage controllable costs and expenditure to ensure value for money
- Ensure that legal requirements for eCommerce and our in-house financial controls are met
- Line manage the current eBay
- Attend and participate in Emmaus Bristol team meetings

Care/support-related tasks

- Liaise with the support team over any support-related issues that have arisen in this work area
- Liaise with the support team when supervising or training companions in the eCommerce social enterprise
- Be aware of and observe proper professional boundaries and adult safeguarding at all times

Business Incubator-related tasks

- None

General tasks

- As requested by your line manager, carry out any other duties or general tasks and hours of work as may be reasonably required within the scope and purpose of the job

Emmaus Communities aim to be self-sustaining financially and the eCommerce Manager is expected to contribute to this goal.

In addition to the specific duties and responsibilities outlined in this job profile, all Emmaus Bristol employees should be aware of their specific responsibilities towards the following:

- To adhere to all health and safety and fire regulations, and to co-operate with the Charity in maintaining good standards of health and safety
- To uphold ethical and professional standards and not behave in a manner that is likely to bring the Charity into disrepute
- Promote and sustain a responsible attitude towards equality and diversity within the Charity
- Demonstrate a commitment to on-going registration requirements or any national professional or occupational standards associated with the role
- Demonstrate a commitment to on-going learning and development and to participate in any training relevant to the role
- Good working knowledge and understanding of Emmaus Bristol's aims and objectives through its core values

All employees are expected to be competent with the use of technology and information systems, and understand their duties and responsibilities with regard to GDPR and the appropriate use of personal data including sensitive personal data.

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

JOB REQUIREMENTS

In order to achieve success in this role, the holder should possess the following:

	Essential	Desirable
SKILLS	<ul style="list-style-type: none"> IT packages including Microsoft Excel and G-Suite Photography Ability to communicate ideas and information clearly and concisely High level of literacy including accurate spelling and grammar High level of numeracy including ability to understand, analyse and present income and cost figures Able to pay close attention to detail in order to spot errors Able to plan and prioritise a workload 	<ul style="list-style-type: none"> Leadership Online marketing Growth planning/strategy Stock management
EXPERIENCE	<ul style="list-style-type: none"> Online trading (min 2 years) Utilising a range of online sales platforms to generate income Proven track record of growing online sales income (min 2 years) Supervision/management of others (min 1 year) Working to tight deadlines and targets Managing online feedback and customer service Carrying out research to set pricing Resolving customer complaints 	<ul style="list-style-type: none"> Charity/donated retail operations Working with vulnerable people Training others Retail barcoding systems Streamlining of online trading processes
EDUCATION	<ul style="list-style-type: none"> Maths and English GCSE grade C or equivalent 	<ul style="list-style-type: none"> Relevant business administration or eCommerce qualification
KNOWLEDGE	<ul style="list-style-type: none"> Current eCommerce platforms including eBay Legal requirements of online commercial sales, including trading standards Online impressions and click through rates 	<ul style="list-style-type: none"> Current middleware providers and the pros and cons of each Specialist pre-loved product knowledge in areas such as jewellery, collectibles, furniture, books Professional boundaries related to working with vulnerable people Safeguarding
PERSONAL ATTRIBUTES (ESSENTIAL)	<ul style="list-style-type: none"> Committed to equality of opportunity, diversity, inclusion and anti-discriminatory practises Enthusiastic and can-do attitude Innovative problem solver Highly self-motivated Able to work with minimum supervision to achieve targets Logical and reflective approach to tasks Strong ethics Committed to generating positive customer experience Belief in the potential of each individual and the importance of empowerment 	

The post holder will require an appropriate check from the Disclosure and Barring Service (DBS).

SALARY, WORKING HOURS AND ANNUAL LEAVE

The salary is £22,500 per annum with an additional £1,200 in OTE available on successfully achieving income and cost saving targets.

The working hours for this post are 37.5 hours per week to be worked Monday to Friday.

Emmaus Bristol offers a pension scheme to employees.

The annual leave entitlement is 25 days per year plus bank holidays.

This twelve-month post has been externally funded. The successful applicant is expected to meet eCommerce income and cost savings targets during this period. In order for the job contract to be extended beyond the funded period, the post holder will have generated an agreed surplus income in addition to covering the operational costs - or be on a trajectory towards imminently achieving this – by the contract end date.

Please note that this job requires handling of stock and therefore has to be done predominantly onsite with 2m distancing in place, though occasional home working will be permitted. If you would like to see the Covid risk assessment before applying, please ask.

HOW TO APPLY

Send your CV, cover letter, equalities monitoring form and Criminal Record Declaration by email to Xanne Carey socialenterprise@emmausbristol.org.uk by **9am Monday 19 April 2021**

Short listing is “blind” i.e. all personal details are removed from the application before being assessed.

The cover letter should include:

1. How you meet the Job Requirements. It would be helpful if you structured your answer in a way that allows us to easily compare your experience to our requirements, so please use headings or a table.
2. Why you want this job.
3. When you would be available to start.
4. How you heard about this job.
5. Two references (we won't contact these without your consent). One should be your current/most recent employer.

Interviews will be held across **Monday 26 and Tuesday 27 April 2021.**

ORGANISATIONAL DIAGRAM

