



## Job Description & Person Specification

**Douglas Macmillan Hospice**  
**Barlaston Road. Staffordshire. ST3 3NZ**

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<b>Job Title:</b>	Retail E-Commerce Deputy Manager
<b>Responsible to:</b>	Retail E-Commerce Manager
<b>Published:</b>	August 2022
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### Department Function:

Dougie Mac Retail function run 21 charity shops across North Staffordshire, plus an E-bay platform and a Recycling and Service centre. We employ over 90 staff and are supported by 500 volunteers. The income from our Retail activities plays a crucial role in funding palliative care for incurable conditions for adults, children and young adults wherever and whenever local people need us.

### Job Summary:

The E Commerce Deputy Manager will be responsible for driving online sales and the day to day management of the hospice's Ecommerce revenue channels. To continually develop and drive sales in a vital area to raise the hospices online sales presence and develop new online trading revenue channels e.g. marketplace, e-commerce shop.

### Principle Duties & Responsibilities:

- Responsible for managing day-to-day activities on existing ecommerce channels including Ebay, DePop and Dougie Mac Online shop
- Understand the business information used by the Retail E-Commerce Manager to inform and subsequently optimise sales performance, referencing and making use of during extended periods of absence such as holidays and sickness.
- Co-ordinating donated goods products suitable for selling from across the Retail and wider hospice network
- Support strategic development of E-Commerce by researching alternative/additional online platforms and sales channels
- To ensure KPI's are delivered and annual budget met, monitoring online performance statistics and reporting issues in a timely manner.
- Maximise sales through discerning selection of stock from all sources, effective decision making on product information including selling prices, and implementing mechanisms to drive repeat business
- Provide excellent customer service to online supporters and develop relationship marketing techniques to generate repeat business and to deal with any issues or incidents that arise.
- Support shop manager with definition and documentation of best practice, which is effectively communicated/trained to staff and volunteer
- Ensure product listings are accurate and uphold the reputation of the hospice by reviewing listings before publishing to monitoring adherence with best practice.
- Provide constructive & timely feedback to staff and volunteers on any issues with quality/accuracy of listings
- Ensuring picking and dispatching of products to customers within agreed KPI's



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Dougie Mac formally known as the Douglas Macmillan Hospice RCN 1071613  
Registered Company Number: 3615904

- Work alongside other hospice departments such as Finance, Marketing & Comms, Lottery, Individual Giving to ensure fulfilment processes meet requirements/expectations.
- Use various postage software packages to ensure the correct courier delivers parcels to customers in a timely manner.
- Co-ordinate stock management activities such as location check, price reductions, removing items from sale and subsequent downstream distribution.
- Ensure trading times are met by notifying manager of any possible interruptions to duty rotas in a timely manner
- Maintain and update the internal Sharepoint site as an effective method of communicating information to Retail network and stakeholders.
- Ensuring all compliance requirements such as GDPR and COPISITEE are adhered to when preparing listings and communicating with customers/potential customer.
- Ensure Gift Aid is maximised on ebay sales and process adhered to under HMRC guidelines.
- Ensure day-to-day financial processes are completed in line with procedures, using the information system provided (currently Cybertill), identifying and reporting any incidents to senior manager in line with policies when deputising for manager.
- When deputising for the manager, ensure the health and safety of volunteers and staff by following policies, procedures, training and inspections; observing, checking and exercising reasonable judgement to ensure potential safety hazards are eliminated; report concerns, identified risks and breaches in a timely manner, to ensure relevant action may be taken.
- Regular attendance at training, education, personal development, business advancement, meetings, courses, seminars and conferences as appropriate to the role.
- Take a proactive role in other trading activities such as pop-up shops and outdoor events, supporting manager with identifying opportunities, liaising with organisers as appropriate, planning staffing, preparation of equipment and stock.
- Support the manager in augmentation of Christmas card campaign, including but not limited to curation of designs, determining stock quantities, co-ordinating distribution to sales channels and liaising with relevant hospice team.

#### DMH Values:

Our mission is to; Deliver excellent care to people approaching end of life.

- **Compassion** – Working together by considering the views of others, understanding the challenges they face and providing support.
- **Accountability** - Takes personal responsibility for our actions, owning our decisions and behaviours.
- **Respect** - Always trusting, listening and challenging each other. Understanding that we are at our best as individuals whilst working as a team.
- **Excellence** - Embracing excellence by empowering and motivating each other to be the best that we can be.

#### Standard Requirements of all DMH Staff:

- To be flexible and adapt to the needs of the department and your team
- To maintain strict confidentiality and adhere to data protection policies at all times.
- To observe and maintain security procedures.
- Exercise responsible stewardship of hospices resources at all times.
- Attendance at meetings events and activities may require the post holder to work beyond the normal hours / days of work quite regularly – flexibility is essential.
- To have an understanding and demonstrate regard for the Hospice philosophy and its functions.
- Travel in the Stoke on Trent / North Staffordshire area, and on occasions within the UK, to attend participate in training and personal development opportunities, using own vehicle or public transport, for which expenses will be met in line with policies in the staff handbook.
- To maintain an effective and collaborative working relationship with other members of staff and volunteers.
- Conform to conventional standards of business dress when representing the hospice.
- To accept temporary redeployment within any part of the hospice should the need arise and to ensure hospice goals and objectives are met.



**Safety Health Environment (SHE):**

- All employees must familiarise themselves with the Hospice Safety Health Environment (SHE) policies, processes and procedures and act in accordance with them at all times. Employees must ensure that they conduct themselves in a manner which does not endanger their own health and safety or that of others.
- All employees have a duty of care to promptly report any near misses, dangerous occurrences or accidents whilst at work in line with the relevant Safety Health Environment procedures
- All employees should attend mandatory Safety Health Environment training sessions annually/periodically for defined activities etc and ensure that they follow the processes and procedures as outlined in the training
- Any breaches of the Safety Health Environment Health standards will be dealt with under the DMH disciplinary procedure.

**Quality:**

- The hospice expects all staff to work to the highest standards. The quality of care provided by every member of staff is paramount.
- All employees must
  - familiarise themselves with the policies and procedures relevant to their role.
  - ensure that they are competent to carry out their role.
- All employees are responsible for the management of risk: they must
- Attend mandatory training;
  - Report incidents when things go wrong and provide evidence that they have learnt from the experience;
  - Record all adverse comment made by patients and their families; as well as customers, donors and the wider public.
  - Raise concerns when they see any unsafe practice within your place of work.

This job description is intended to be the main guide to the principle duties and responsibilities of the post. It should not be seen as an exhaustive, inflexible or prescriptive document. The employee shares with the employer the responsibility to suggest amendments as necessary to meet the changing needs of the hospice and department.

**Person Specification:**

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications &amp; Training*</b> <i>Professional and post basic qualifications. Specialised training required for this post.</i>	<ul style="list-style-type: none"> <li>- High standard written and spoken English</li> <li>- High standard of numeracy skills</li> </ul>	<ul style="list-style-type: none"> <li>- Evidence of continuous professional development.</li> <li>- Evidence of training in management, marketing and administration.</li> </ul>
<b>Experience</b> <i>Type and level of job related experience required(expressed as additional/or alternative to qualifications above).</i>	<ul style="list-style-type: none"> <li>- Experience using Ebay and Paypal</li> <li>-Substantial previous experience of administration within a busy professional office environment.</li> <li>- Experience of operating in a mutli-disciplinary environment with people of various abilities.</li> <li>- Substantial previous experience in database management.</li> <li>- Experience of a fast paced environment, dealing with daily queries and problem solving.</li> <li>- working with courier services.</li> </ul>	<ul style="list-style-type: none"> <li>- Experience of using web based selling platforms</li> <li>- Experience of administration within the Retail sector; in particular Charity Retail.</li> <li>- Experience of working with volunteers and supporters of a cause.</li> <li>- Experience with Retail E-POS software solutions.</li> </ul>
<b>Skills &amp; Knowledge</b> <i>Type and level of job related experience required (Expressed as additional/or alternative to qualifications above).</i>	<ul style="list-style-type: none"> <li>- Possess sound written and prose skills.</li> <li>- Knowledge and demonstrates ability of using all Microsoft IT packages.</li> <li>- Ability to communicate positively with supporters and colleagues by telephone, e-mail and letter.</li> <li>- Effective customer care skills, including how to understand, deliver and manage customer expectations..</li> <li>- Excellent time management skills.</li> <li>- Excellent interpersonal skills.</li> <li>- Knowledge of statistical reporting and producing reports.</li> </ul>	<ul style="list-style-type: none"> <li>- Knowledge and appreciation of Charity Retail operations, guidelines and regulations.</li> </ul>
<b>Aptitudes &amp; Attributes</b> <i>What aptitudes and personal qualities are required, e.g. written verbal/expression, taking responsibility, cooperating, organising, resolving problems, exercising initiative.</i>	<ul style="list-style-type: none"> <li>- A personal approach.</li> <li>- Ability to create and sustain effective working relationships.</li> <li>- Self motivated and have initiative.</li> <li>- Have an excellent telephone manner, eloquent, clear diction and excellent enunciation.</li> <li>- Resourceful and creative.</li> <li>- Ability to relate to the multi-disciplinary team in the hospice.</li> <li>- A high level of accuracy and attention to detail are absolutely essential to the role.</li> <li>- Ability to prioritise tasks and manage time effectively.</li> </ul>	
<b>Other Job Requirements</b> <i>Physical/health requirements including levels of exertion, working conditions. Specific job circumstances such as unsocial hours. Specific requirements, car driver etc.</i>	<ul style="list-style-type: none"> <li>- Dress in a manner that conforms to accepted formal codes of business dress.</li> <li>- Hold a current clean driving licence and daily access to a vehicle.</li> <li>- Have a flexible approach to hours and days of work</li> </ul>	

**\*National Qualification Framework**

National Qualifications Framework	
8	Specialist awards
7	Level 7 Diploma (Professional Qualifications)
6	Level 6 Diploma (Professional Qualifications)
5	Level 5 BTEC HND
4	Level 4 Certificate
3	Level 3 Certificate (OND), Level 3 NVQ, A levels
2	Level 2 Diploma, Level 2 NVQ, GCSEs Grade A*-C
1	Level 1 Certificate, Level 1 NVQ, GCSE Grade D-G
Entry	Entry Level Certificate in Adult Literacy

Framework for Higher Education levels (FHEQ)	
Doctoral (D)	- Doctorates
Masters (M)	- Masters degree, post graduate certificates and diplomas
Honours (H)	- Bachelors Degrees, Graduate Certificates and Diplomas
Intermediate (I)	- Diplomas of higher education, foundation degree, higher national diplomas
Certificates (C)	- Certificates of higher education.