

## About Cynthia Spencer

Cynthia Spencer Hospice provides specialist palliative and end-of-life care for people living with life-limiting illnesses across West Northamptonshire, as well as vital support for their families. Cynthia Spencer Hospice Charity works alongside the Hospice to raise the additional funds needed to help sustain and develop these essential services. We are on an ambitious journey to grow our income, strengthen our relationships across the community and ensure specialist end-of-life care is available for everyone who needs it, now and in the future.

## About the role

We have an exciting opportunity for an experienced online sales lead to join our growing Commercial team and help develop sustainable income to support specialist end-of-life care across Northamptonshire.

Reporting to the Head of Commercial, will support the growth and day-to-day operation of the Charity's online commercial activities, supporting and maximising commercial income generation while developing an excellent customer experience.

The role will play a key role in the initial set-up and development of the online retail operation. Including researching and selecting appropriate online marketplaces and platforms, establishing processes and procedures, creating product listings, developing pricing and stock management approaches, training and supporting volunteers and supporting the launch of the online service.

Working to online sales targets, and net profitability, source appropriate donated products from the retail stores and other avenues to promote these on the online platforms and channels to gain the highest return in income, whilst pricing accurately and competitively.

## Duties and Key responsibilities

- Lead the development, set-up and launch of online sales platforms and marketplaces, ensuring they align with the charity's objectives, customer base and available resources.
- Establish and maintain online accounts, payment systems, product categories, postage options and clear operating procedures.
- Develop end-to-end sales processes covering donated stock receipt, assessment, listing, sale, dispatch, returns and after-sales service.
- Set and maintain standards for pricing, listings, photography, product descriptions and stock management.
- Track sales, income, fees, postage costs, stock levels and channel performance, using insight to recommend improvements and future development.
- Identify opportunities to grow online income through additional marketplaces, digital sales channels, new product ranges and corporate stock donations.
- Work with the Head of Commercial and Marketing Executive to promote online sales platforms and products through social media.
- Recruit, coordinate, support and train online volunteers to support online sales operations.
- Maintain excellent customer service and protect the charity's reputation through prompt communication, accurate order fulfilment, timely dispatch and positive supporter relationships.
- Ensure all products listed online are high quality, accurately described and supported by clear photographic images.
- Proactively build strong internal relationships with colleagues across multiple sites.
- Carry out any other duties commensurate with the role and the needs of the organisation

## About You

### Essential Criteria

#### Experience

- Proven experience in working in retail, sales, e-commerce, online selling or a similar environment.
- Experience in achieving KPIs, targets and profit margins.
- Experience in online sales platforms.
- Experience of supervising or coordinating staff and/or volunteers.
- Strong experience of online marketplaces and e-commerce processes.
- Possess a target-oriented approach to the achievement of online income budgets.

#### Knowledge and Skills

- Excellent relationship-building, networking, influencing and negotiation skills.
- Strong commercial awareness.
- Excellent written and verbal communication skills.
- Strong organisational and time-management skills, with the ability to manage competing priorities.
- Ability to think strategically while remaining focused on delivery and results.
- Ability to work independently while collaborating effectively with colleagues.
- Good attention to detail and accuracy.
- Confident using Microsoft Office, online platforms and CRM systems.

#### Personal Qualities

- Proactive, ambitious and profit focused.
- Professional, personable and confident.
- Supportive and coaching in approach to volunteers.
- Creative, solutions-focused and willing to identify new opportunities.
- Empathy with the values and purpose of Cynthia Spencer Hospice and a commitment to excellent supporter care.

## General Responsibilities

The postholder will:

- Work within and promote the Charity's values, policies and procedures.
- Maintain confidentiality and comply with data protection requirements.
- Attend relevant meetings, training and Charity activities.
- Work collaboratively with colleagues and contribute positively to the wider organisation.
- Undertake any other reasonable duties appropriate to the level and responsibilities of the post.

We are an equal opportunity employer and welcome applications from all backgrounds who meet the requirements of the role. We celebrate diversity and are committed to creating an inclusive environment where everyone can thrive.

