



JOB DESCRIPTION

Job Title: Ecommerce Officer
Department: Bath Cats & Dogs Home Trading Ltd
Reports to: Retail Operations Manager
Grade/Role: Grade 3

Bath Cats and Dogs Home is committed to the welfare of companion animals; to rescue, rehabilitate and re-home pets who are unwanted and far too often neglected or mistreated and to promote responsible pet ownership through education.

All staff are committed to deliver first class customer care to all visitors and supporters (throughout daily activities) in order for the Home to successfully continue to re-home animals and to have the long-term support of the communities we operate within.

1. Purpose of the job

This role supports Bath Cats & Dogs Home's Trading function through delivery of the Home's Ecommerce activity.

Your responsibilities are to grow income from our Ecommerce function through ensuring a long-term pipeline of quality donated items suitable for online sale and managing and listing items, including researching and recommending the most appropriate channel for sale, setting prices, creating effective images, writing up descriptions and liaising with customers to ensure satisfactory query outcomes. You will also manage the packing and dispatch of sold items ensuring we retain top seller ranking and consistently positive feedback.

The post holder will be expected to work closely with the Retail Operations Manager (ROM) to deliver short, medium, and long-term strategies to ensure ambitious growth targets are monitored and met and high customer service levels are maintained to ensure repeat custom.

2. Principle tasks

- Working in collaboration with the ROM, deliver BCDH's ECommerce operation to ensure a healthy ROI is achieved and agreed monthly and annual targets are met.
- Research, recommend and when agreed initiate, new digital sales channels for the Home to sell items more quickly and at the best price. Ensure consistent review and horizon scanning of most appropriate and popular sales outlets.
- Ensure all Ecommerce accounts are maintained and in order, liaising with the ROM in good time when information or verifications are required in order to ensure smooth running of accounts.
- Provide regular sales and income reports for ROM, Head of Finance and Auditors as required.
- Generate creative ideas to generate high quality donations to the Home throughout the year and mitigate reductions in donation levels by maintaining an accurate pipeline of items to list.
- Work with the Communications and Fundraising teams to ensure donated items are consistently flowing into the Home through the shops and main site.
- Maintain organized and efficient donations management on site from donations bins into the sorting and storage areas.
- Retain strong relationships with Trading volunteers and Charity Shop Managers to ensure that donated stock is sorted and managed appropriately for sale through the most appropriate channel.
- Ensure optimum and accurate marketing of the Home's donated items through research via reputable brand and sales outlets and use of innovative listing photography and write-ups.
- Maintain a high level of customer service through rapid dispatch and postage choice and responding to messages and feedback in a timely way.
- Track sales against targets and liaise with the ROM to discuss new ideas and initiatives to mitigate anticipated falls in income and increase year on year profitability.

- Provide excellent customer care through delivering high quality service on and offline, referring any complaints in a timely manner to the ROM and processing through the Home's Complaints Procedure towards a satisfactory conclusion, in order to retain customer engagement and brand reputation.
- Ensure effective use of Trading Ecommerce space, stock sorting and storage through maintaining a well-organized stockroom and work area.
- Willingness to work when required to meet the business needs during busy or seasonal periods.
- Any other duties reasonably required by the Retail Operations Manager.

3. Knowledge, skills and experience

a) Education qualifications:

Educated to degree level or equivalent.

b) Experience:

Essential:

- Proven online retail and customer service experience
- Ability to think strategically and troubleshoot
- Proven experience and success in ecommerce
- Proficient in online sales systems as well as IT skills and Microsoft packages particularly Outlook, Excel & Word
- Exceptional customer service skills
- Proven ability to achieve targets
- Personable, team player and a good communicator
- Passion in fashion, clothing, vintage clothing and accessories

Desirable:

- Previous experience running an e-commerce business or shop

4. Competence

- Planning & decision making
- Supporting with change based on ROM instruction and strategies.

- Changing and improving as required, which could include creativity and forward thinking.
- Demonstrate an ability to make informed and well-judged ethical choices/decisions.

5. Delivering Objectives

- Commercial awareness/supporting commercial outcomes set out by the ROM. Customer Service.
- Task focused to include ability to prioritise. The post holder should be analytical and hold high organisational skills. They should have the ability to problem solve on an ad-hoc basis.

6. Personal Effectiveness/Engaging People

- The ability to work independently whilst being a team player. Task focused and responsible, taking individual responsibility for targets.
- Communicating and personable to all colleagues
- Well presented
- Team Focused/Collaborative
- Demonstrating and understanding diversity - to include valuing and respecting different views and ways of working, understanding the dynamics and confidentiality and promoting a diversity of new ideas within all aspects of the Home

7. Organisation

Bath Cats & Dogs Home Trading Ltd a wholly owned subsidiary of Bath Cats and Dogs Home, operated by RSPCA Bath & District Branch

8. Job Context

Work is carried out within general guidelines in accordance with the relevant Home policies and procedures

9. Additional information

The Post holder must identify with Bath Cats & Dogs Home's behaviours and values.

The post holder may be required to attend training courses which will involve travel

This job description is a statement of the job content agreed in 2021. It should not be seen as precluding future changes as business needs and digital opportunities arise.
