**FERNE ANIMAL SANCTUARY**

**JOB DESCRIPTION**

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| **Job Title:** | Online Sales Executive |
| **REPORTS to:** | Retail Operations Manager |
| **SALARY:** | £20,000 per annum plus commission |
| **Working hours:** | Annual Salary position with 35 hours / week |
| **INTERFACES:** | CEO  Sanctuary Development Manager  Retail Operations Manager  Senior Leadership Team  Store Managers  Customers  Volunteers |

**Main Purpose of Job**

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| * This is a dynamic role with a dual focus on online sales, sales of new goods through ecommerce site and sales of donated goods through the various online platforms. * To maximise income for the sanctuary through online sales, inline with Budgets and Annual Growth Targets. * The successful applicant will be an integral part of the Retail Team driving online sales and profit |

**MAIN TASKS AND RESPONSIBILITIES**

* To raise income for Ferne through online sales platforms; targets have been developed as part of an established 5 Year Strategy for Retail
* To maximise the listing of new stock every working day using a range of platforms including eBay, dpop, Vinted and Facebook Marketplace
* Develop new goods online shop, manage ecommerce, track and manage new goods stock for online sales
* Develop relationships with suppliers and systematically review new goods product ranges
* Ensure the listings are up to date, rotated, and appropriately priced
* Professional level photos and marketing
* To source stock for listings from the donated goods and the shops, home clearances and driving our own donation requests
* Identify selling trends within our sales
* To accurately research the items to be listed including selling prices
* List items to achieve the best possible visibility
* To ensure all customer correspondences is responded to in a timely manner, maintaining high levels of Ratings from eBay etc.
* To complete the selling transaction and ensure the parcels are collected and dispatched in a timely manner
* To ensure all Customer queries/complaints are completed through to resolution
* To feedback to the Retail Operations Manager & Store managers about the stock online
* Ensure that the Sanctuary’s policies and procedures are followed
* Ensure that Health and Safety policy and procedures are followed taking all possible steps to ensure a safe working environment

The Sanctuary reserves the right to vary or amend the duties and responsibilities of the post-holder at any time according to its needs.

Job Descriptions only reflect 80% of a role and are not an exhaustive list of duties. You will be expected to carry out other activities that are within the scope of the role.

**PERSON SPECIFICATION** – Online Sales Executive

Criteria which will be used in shortlisting and selecting candidates

| **QUALIFICATION/**  **EXPERIENCE/ QUALITY** | **DESIRABLE** |
| --- | --- |
| **Education and Experience** | * 5 GCSE’s inc Computer science * Extremely IT / Digital literate * Social media experience – **Essential** |
| **Abilities/special aptitudes** | * Capable of working to tight deadlines * Target driven and competitive * Attention to detail * Structured approach to work * Self-Starter – disciplined |
| **Knowledge/skills** | * Knowledge of online selling platforms – **Essential** * Selling via eBay & trained on Charity Connect **(Advantageous)** |
| **Other (please specify)** | * Full driving license * A positive approach to working in a busy environment * Very Good English, both written and oral * Flexible approach |

**Signed by Employee………………………………………………………………………………….**

**Date…………………………………………………………………………………………………………**

**Signed by Line Manager…………………………………………………………………………..**

**Date…………………………………………………………………………………………………………**