



E-Commerce Manager – Mind Retail

Job Description & Person Specification

| | |
|-------------------------|---|
| Job title | E-Commerce Manager – Retail |
| Reporting to | Head of Finance & Central Services, Mind Retail |
| Department | Mind Retail |
| Responsible for | N/A |
| Salary | Grade E of Mind's salary scales |
| Hours of work | 35 hours per week, full time |
| Located at | Stratford, London / Homeworking / w. expectation of some travel |
| Type of contract | Permanent |

We're Mind, the leading mental health charity. We won't give up until everyone experiencing a mental health problem gets support and respect. We provide advice and support to empower anybody experiencing a mental health problem and we campaign to improve services, raise awareness and promote understanding.

About the Role

As E-Commerce Manager, you will own the delivery of Mind Retail's E-Commerce financial and operational business plans and influence the development of e-commerce strategy across Mind Retail. You will co-ordinate all e-commerce activity to develop an optimised, efficient user experience, from marketing strategy through to on site merchandising and development, fulfilment operations and customer service. You will also work closely with our shop teams, supporting them with day-to-day queries, ensuring the embedding of consistent processes and also supporting with the set-up and growth of the eBay operation across a number of shops.

You will demonstrate, understand, and apply Mind Retail's values of Open, Unstoppable, Responsive, Together & Independent.

Scope

- Creating a seamless digital shopping experience and online customer journey that creates loyalty through best-in-class customer service
- Work in partnership with the Marketing team to devise high impact targeted content and campaigns to drive revenue generating traffic to the digital platforms

- Work with the Digital Technology Team to optimise the user journey through the Mind platforms and to maximise CRO
- Work with the Digital Engagement Team/Marketing to maximise SEO through PPC and other digital marketing techniques
- Close collaboration with the CRM and Supporter Engagement team to ensure data capture and use for digital marketing is GDPR compliant and delivering results

Key Tasks and Responsibilities

- To manage and maximise all aspects of the current e-commerce platforms- Mind's Online Shop & Mind eBay, as well as identifying and introducing new e-commerce opportunities.
- To manage and oversee the day-to-day running of the Mind eBay shop including reviewing processes, activity, troubleshooting, advising, quality control, customer service among other duties.
- To manage the shopper experience through the Mind Online shop including fulfilment of orders, managing stock levels, data management, customer service, identification and launch of new product lines.
- The creation of a GDPR compliant supporter engagement database and supporting marketing plan (in partnership with the Marketing team) to drive customer loyalty and repeat business
- Create a reporting dashboard that tracks income, stock levels, trends and other identified KPIs
- To develop written processes for the E-commerce platforms that can be easily explained and executed feeding into the operations manual for staff and volunteers to follow.

Planning and Strategy

- Take the operational lead in preparing business strategies and producing forecasts of income and expenditure for all Mind Retail E-Commerce revenue.
- Explore opportunities to secure “best value” products and for sourcing donations for sale online.
- Ensure the implementation of all new and established IT, digital financial and control systems. Attend regular meetings with senior management.
- Develop new and existing business opportunities within your remit by leading on the operations strategy for all non- retail store business, developing partnerships and ensuring sustainable income for the directorate.

- Produce reports and analysis to reflect new and existing trends within retail, the charity sector and sales and marketing where appropriate.
- Attend and actively participate in networking opportunities to promote Mind.

Expectations

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems
- Work collaboratively across teams, departments, locations and organisations
- Stand up for what they believe is best and trust in themselves and each other
- We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind.
- We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.
- Be open to others and ourselves and show a commitment to learning
- Be open to change and respond flexibly and quickly to the changing world
- Demonstrate organisational awareness and see the bigger picture while working towards objectives
- Communicate effectively, ensuring their messages are understood and that they strive to understand others
- Take responsibility for their decisions

About You

Mind Retail are looking for someone with the following skills and experience:

Essential

- Experience in an eCommerce role delivering considerable growth. Working knowledge of managing an eBay shop essential.
- Solid knowledge and a proven track record of driving results using digital marketing techniques (email, social, SEO, PPC and display)
- An understanding of the importance of brand management
- A strong commercial focus with a charitable heart
- Able to work within a small team, collaboratively whilst demonstrating leadership within the e-commerce field
- Experience of planning and budget management
- Experience of working with CRM systems and knowledge of current GDPR guidelines
- Significant influencing and communication skills, with the ability to engage diverse stakeholders and build relationships at all levels across the organisation
- Able to demonstrate, understand and apply Mind Retail's values of Open, Unstoppable, Responsive, Together & Independent.

Desirable

- An understanding of charity retail
- Experience of Shopify
- Personal awareness and empathy of mental health problems
- Experience of working with volunteers and delivering positive social impact
- Knowledge of email marketing platforms such as Turtl, Dot Digital

Our Commitment

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.