

Ecommerce Team leader

Job Level	2b	Job Reference No:	11305
		Role review date:	03/25
Directorate	Finance and planning	Function	Ecommerce
Service	Retail	Reports to:	Manager

Scale and scope of role

Direct reports	Up to 7	Indirect reports	0
Budget responsibility/ accountability		Accountable for other resources	

Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Purpose of the role

The Ecommerce Team Leader ensures the effective daily operation of a specialist team, directly managing and driving performance to meet sales targets while maintaining high standards of quality and customer service. This role focuses on supervising team activities, supporting team development, and ensuring compliance with organisational policies to contribute to the overall success of the ecommerce department

Key responsibilities

1. Team Supervision and Development:

- Manage a specialist team of Ecommerce Assistants, ensuring they understand and complete their daily tasks accurately, on time, and according to the required quality standards.
- Provide ongoing training and support to team members, ensuring they are equipped with the skills needed to perform their roles effectively.
- Monitor and review team performance, offering constructive feedback and addressing any issues promptly to maintain productivity and quality.
- Ensure that the team effectively uses ecommerce platforms, tools, and technologies, providing support and training as needed to maximise productivity and accuracy
- Motivate, safeguard and assist our volunteers as required with daily tasks.

2. Sales Execution, Stock Handling, and Quality Control:

- Ensure the team meets daily and weekly targets by managing product listings, pricing, and photography in line with operational goals.
- Supervise the handling and processing of stock, ensuring accurate assessment, proper storage, and timely dispatch, with a strong emphasis on maintaining quality control throughout the process.
- Implement and enforce quality control measures to ensure that all listings, packaging, and customer interactions meet the organisation's standards.
- Contribute directly to key operational tasks, such as product listings, order fulfilment, and stock management

3. Customer Service and Platform Operations:

- Oversee the delivery of high-quality customer service, ensuring that the team responds to customer inquiries and issues promptly and professionally.
- Maintain consistency in communication across various ecommerce platforms, ensuring that customer interactions align with the company's standards and expectations.
- Support the implementation of processes that enhance the customer experience and contribute to positive feedback and customer retention.

4. Operational Efficiency, Compliance, and Quality Assurance:

- Monitor daily operational processes within the team, ensuring adherence to organisational policies, safety regulations, and quality standards.

- Identify and address operational issues within the team's activities, liaising with the Ecommerce operations manager making real-time adjustments to improve efficiency and maintain quality.
- Maintain accurate records of team activities, ensuring compliance with regulatory requirements and organisational quality expectations.

5. Performance Monitoring and Reporting:

- Track and monitor team performance metrics, such as sales, productivity, and customer service quality, ensuring alignment with operational targets.
- Prepare regular reports for the Ecommerce Operations Manager, highlighting key outcomes, quality issues, and any areas needing improvement.
- Use performance and quality data to drive continuous improvement within the team, working to ensure both targets and quality standards are consistently met.

Leadership Behaviours

- Authentic, consistent and honest leader.
- Actively listens and allows others to be heard.
- Adaptable to changing needs, pressures and opportunities
- Empowers others based on their skills and expertise.
- Dynamic, inclusive, compassionate and courageous.

Team Leader

- All team members understand their responsibilities and objectives.
- All resources involving staff are managed in accordance with BRC policies and procedures.
- All staff are kept informed of all relevant organisational plans and updates on development.
- Team ideas and comments are communicated and forwarded appropriately.

Team Member

- Actively participates in all team meetings.
- Supports other team members
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics)

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre-engagement checks

Criminal Records

Type of criminal record checks required for this role

England and Wales – Disclosure and Barring Service (DBS)
• None
Scotland
• None
Northern Ireland
• None

Drivers Check - Required – No

International roles only

If you have been living outside of the UK we will request international police checks in lieu of a UK criminal record check.

International Police Check		No
International Driving License for manual cars		No

Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
	S	I	A
Knowledge and Skills			
Essential			
• Strong understanding of ecommerce platforms and tools (e.g., eBay, Shopify, Amazon)	S	I	
• Excellent leadership and team management skills including Proficiency performance monitoring	S	I	
• High attention to detail and commitment to quality control	S	I	A
• Strong customer service skills in a sales-driven environment	S	I	
• Strong organisational skills	S	I	
• Problem-solving skills	S	I	

<p>Desirable</p> <ul style="list-style-type: none"> • Knowledge of inventory management and logistics processes • Knowledge of the charity sector and retail practices • Excellent display skills, including photography and written communication • Familiarity with ecommerce optimization techniques, such as improving product visibility and conversion rates 	S	I	
Experience	S	I	A
<p>Essential</p> <ul style="list-style-type: none"> • Experience working with online marketplaces like eBay or DEPOP • Demonstrated experience in a customer service role within a sales environment • Proven experience in supervising staff or managing a team • Experience in listing and selling items online, ensuring accuracy and quality • Experience in quality control within ecommerce operations <p>Desirable</p> <ul style="list-style-type: none"> • Experience in the charity retail sector • Experience in creating engaging product displays, including photography • Experience in implementing new processes or procedures to improve efficiency 	S	I	
Additional requirements			
<p>Essential</p> <ul style="list-style-type: none"> • Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy. <p>Desirable</p> <ul style="list-style-type: none"> • Commercially minded with effective resource use • Ability to lift and carry donated stock, including clothes and books • Flexibility in working hours during busy periods • Ability to travel for meetings and training events with notice 	S	I	

Values in Action		
<p>Dynamic - We move forward as one team.</p> <ul style="list-style-type: none"> - Every day, we're adapting, innovating and learning. - When the unexpected happens, we are calm, quick and efficient. - We respond smartly, using clear processes and systems. <p>Compassionate - We stand for kindness.</p> <ul style="list-style-type: none"> - People come first, no matter who or where they are. - We have genuine, open-minded conversations. - Together, we're a united force for good. <p>Inclusive - We are open to all.</p> <ul style="list-style-type: none"> - We treat each other with dignity and respect. - Every person's uniqueness is valued, supported and celebrated. - Our individual backgrounds and experiences make our organisation stronger. <p>Courageous - We are bold.</p> <ul style="list-style-type: none"> - We show our strength by doing the right thing. - We aren't scared to test our creative ideas. - As humanitarians, we go the extra mile to help people in crisis 		

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.