

Ecommerce Assistant

Job Level	1B	Job Reference No:	11399
		Role review date:	04/25
Directorate	Finance and Planning	Function	Ecommerce
Service	Retail	Reports to:	Ecommerce team leader

Scale and scope of role

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

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 E-commerce Assistant is integral to the success of the e-commerce department, focusing on product listings, customer service, and efficient stock management. This role ensures that online sales processes are executed smoothly and effectively, contributing to overall sales targets while maintaining a well-organised workspace. Additionally, the E-commerce Assistant plays a key role in collaborating with shop managers and other team members to secure and manage high-quality stock for online sales.

Key responsibilities

1. Income Generation:

- Contribute towards department targets for online sales by achieving individually set targets
- Prepare and photograph items for online sale, ensuring photographed listings meet relevant standards for uploading and display
- Write clear, honest, engaging, and SEO-compliant product descriptions.
- Price items based on researched selling patterns and trends to maximise sales potential.
- Follow the both the Red Cross & ecommerce departments brand guidelines when creating online listings

2. Customer Service and Engagement:

- Provide excellent customer service by addressing queries and issues related to online sales.
- Maintain positive feedback from buyers by adhering to the appropriate 'tone of voice' for different platforms.
- Investigate and resolve cases / queries from internal and external customers
- Work with the ecommerce Engagement Coordinator to provide feedback to shops and deliver exceptional customer service to shop teams.

3. Stock Management:

- Handle stock, ensuring proper assessment, storage, and accurate record-keeping.
- Maintain an organised and efficient office, post room and warehouse, adhering to safety and inventory management guidelines.

4. Order Fulfilment:

- Assist with picking, packing, and shipping items during peak periods or as needed, ensuring accuracy and timely dispatch.
- Maintain records of items sold and dispatched, ensuring customer satisfaction.
- Ensure all workspaces are kept tidy and organised to maintain a safe and efficient working environment.

5. Collaboration and Communication:

- Work collaboratively with other E-commerce Assistants and the Team Leader to achieve departmental goals.
- Support shop managers in sending high-quality stock for online sales, working closely with the E-commerce Engagement Coordinator.
- Support new staff and volunteers through 'buddy' programs and training assistance.
- Motivate, safeguard and assist our volunteers as required with daily tasks.

6. Compliance and Performance:

- Comply with relevant legislation related to online selling, including Consumer Contracts Regulations, Import and Export laws, and GDPR.
- Stay informed about e-commerce trends and charity retail sector developments to maximise sales performance.
- Implement changes to improve marketplace performance and adapt to new developments.

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			
<ul style="list-style-type: none"> Knowledge of eBay, DEPOP, or other online marketplaces. Competent and confident in IT skills, including listing items for sale. Proven numeracy skills and strong attention to detail. Effective communication skills, both written and verbal. Are able to work quickly to set standards 	S S S	I I	
Desirable			
<ul style="list-style-type: none"> Excellent display skills, including photography and written communication. Knowledge of the charity sector and retail practices. Understanding of SEO principles and how they apply to online product listings. Commercially minded with a focus on value for money. Proactive in identifying opportunities for improvement and efficiency. 	S S S	I I	
Experience	S	I	A
Essential			
<ul style="list-style-type: none"> Experience in customer service or a sales-driven environment. Experience in handling and managing stock. Experience of working to deadlines Ability to plan and organise own time Experience of working in a customer facing environment 	S S S	I I	
Desirable			
<ul style="list-style-type: none"> Photography skills, with the ability to produce high-quality images for online listings 	S		

<ul style="list-style-type: none"> • Experience in using ecommerce platforms for listing and selling products. • Experience in a charity retail environment. 	S	S	
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. • Ability to lift and carry bags and boxes of donated stock, including clothes and books up to 10KG (no more than 4KG over shoulder height) <p>Desirable</p> <ul style="list-style-type: none"> • Ability to be flexible in working hours on occasion if required and with notice. This is likely to be infrequent but is a possibility especially in busy periods of the year. 		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.