

Multi-Channel Manager

Department	Retail	Reporting to	Senior Retail Manager
Salary	Up to £10.00 per hour dependent on experience	Direct Reports	None
Hours	40 hours per week to be worked flexibly across the week	Designation	Permanent (5) Post Holder
Benefits	<ul style="list-style-type: none"> ➤ 28 days holiday (224 hours) inc Bank Holidays pro rata for part time employees ➤ Access to Newlife Pension Scheme ➤ Staff discount from 12 weeks ➤ Access to Childcare voucher scheme ➤ Health Cash Plan at level 1 upon completion of probationary period. ➤ Mileage reimbursed for Company travel 		
Conditions	<ul style="list-style-type: none"> ➤ Essential criteria must be met ➤ Appropriate, acceptable employment references must be supplied ➤ Successful completion of 26 week probationary period. ➤ Post is subject to regular review in accordance with Company policy. ➤ Access to a car 		
Equipment	<ul style="list-style-type: none"> ➤ Mobile Phone ➤ Lanyard and ID card 		

About Newlife:

Simply put, Newlife's mission is to change lives; to change the lives of those we so passionately serve. Newlife exists because there are an estimated 1 million disabled children in the UK today, many need help and support. We believe that disabled, terminally ill children and their families deserve to have:

- The vital equipment they depend on. Such equipment makes a real difference to the daily lives of disabled, terminally ill children and their families, giving them the quality of life they deserve. What's more we believe that disabled children should get this equipment when they need it which is why Newlife runs the UK's only emergency service. This service provides equipment to children who are in urgent need of equipment because they are unsafe, suffering needless pain or are terminally ill, often delivering across the UK within 72 hours. Newlife is now the UK's largest charity provider of this specialist equipment for disabled and terminally ill children.
- A trusted, confidential service that families can turn to. Newlife's free national helpline and online chat service is run by qualified nurses and supported by other dedicated healthcare professionals providing information and support when it is really needed.
- Real hope for the future. Newlife funds pioneering Medical Research at leading UK Hospitals and Universities, to identify anomalies in genes that cause birth defects, to

find new treatments and to find new techniques which may, in the future, prevent these devastating conditions from ever occurring.

- A voice. Newlife campaigns for change to get a fairer deal for families with disabled children. Many parents feel they have an uphill battle to get the support they need. Newlife helps give them a voice on important issues to overcome isolation and seek out improvements. Newlife highlights important issues and campaigns for change at both national and local government level.

Known for our commitment, integrity, passion, creativity and compassion, Newlife is the UK's leading child health and research charity. Our vision is to ensure that children with disabilities or terminal illness and their families are fully supported, have the assistance they need, have health improved and that decision makers understand and respond to their needs.

You can find out more about Newlife the Charity for Disabled Children by visiting our website: www.newlifecharity.co.uk

Post Summary:

The Multi-Channel Manager role in Newlife is unique, in that it allows you to create the extraordinary by driving sales across a number of channels and through maximising Omni marketing to generate money for Disabled Children. Our stores are not charity shops but instead a haven for bargain hunters and savvy fashionista shoppers that wish to buy well-known brands at discount prices. No two days are the same, as due to the nature of the business the product type can change therefore you have to be a quick thinker and be fast on your feet to drive sales. You must be commercially minded, people orientated, deliver operational excellence and put the customer first at all times.

The organisation culture is based on a clear Mission, Vision and Values (MVV) which you will role model at all times. We expect the Multi-Channel Manager to take personal ownership for developing new channels which is reflective of the MVV.

You will need to have a passion for premium brands, previous experience working with a variety of product both fashion and non-fashion and be able to work alongside and operate effectively with a variety of central support departments. You will maximise retail sales and profit through the effective day to day management of a number of multi channels. Due to the nature of the business you will need to use your creative imagination to merchandise the sales often thinking of 'solutions out of the box'.

We are looking for someone with passion for both retail and generating money for disabled children, has strong operational experience (database management, research on prices, listing product and postage), ability to drive sales and profit, good communication skills, self-confidence and the ability to engage quickly with and motivate a diverse team.

You will also need to be flexible in your approach to work to manage events which may be held on late nights or weekends.

If you feel you have the essential (must have's) requirements and can also demonstrate a significant number of points from the desired requirements (could have's) shown, please apply.

Essential Requirements: You must have / be:

- An interest in premium brands and fashion.
- Comfortable to conduct research to establish market price and identify any issues (i.e. exclusive lines or risk to the business on a possible fake product).
- Previous experience working with a variety of product both fashion and non-fashion
- Previous experience of working alongside and operating effectively with a variety of central support departments.
- Strong operational experience (database management, research on prices, listing product and postage).
- Good IT skills
- Strong operational background to manage stockrooms, database and work area.
- Comfortable to list the feature and benefits of product and establish a minimum price.
- Comfortable to identify possible opportunities to drive Omni Marketing where possible.
- Develop and diversify new channels of sales outside of the current 'Bricks and Mortar' channels.
- Develop new Business to Business sales events or opportunities.
- Commercial acumen to drive sales.
- Confident to communicate effectively with the customer via writing or face to face contact.
- Ability to work alone but also a consistent team player with a supportive and motivational approach.
- Passionate, enthusiastic and self-driven individual who can use their initiative and prioritise a challenging workload to meet deadlines.
- Excellent communication skills; able to engage at all levels quickly and confident.
- Experience of presenting information at management level.
- Able to create and maintain records to provide accurate reporting on sales activities therefore attention to detail is required.
- Able to travel to meet the business requirements and available out of hours working when required.
- Strong analytical skills
- Excellent administrative, multi-tasking and organizational skills
- A 'problem solving' approach
- Aware of the benefits of cross functional working and effective stakeholder management.
- Desire to work flexibly to achieve own objectives.
- Access to a car and a relatively clean driving licence.

Desirable Requirements: You could have:

- Experience of E-Bay and Amazon
- Experience of managing stores as a Key holder / Duty Manager

Primary Responsibilities:

In respect of the company you will have responsibility for / must:

Compassion

- Ensuring all channels and ways of working is reflective of the Mission, Vision and Values (MVV) by role modeling the behaviors at all times.
- Showing resilience, taking feedback on board and delivering any feedback in a positive way.
- Knowing when it's appropriate to drive forward own views, provide challenge or

when to let things go.

- Living and breathing KPI's: takes a resilient approach, knows when to adopt their approach.
- Reporting any deficiencies in area of work which detrimentally affect the customer experience or puts any staff, contractors, visitors or customers at risk.
- Adhering to all Health and Safety policies and procedures and use all equipment in a safe and appropriate manner.
- Demonstrating diligence for safeguarding stock, equipment, consumables including management of entry/exit points, assisting with security checks where required.

Make things happen

- Strive to exceed the Online KPI targets, constantly thinking of new ways to drive sales, conversion, feedback, followers and profit.
- Manage the online retail calendar, being aware of the competition and key trading promotions and events.
- Be responsible for the day to day responsibility for trading the multi-channel sites including listings, maintaining a set number of listings, sales, refunds, questions via email or phone calls regarding the product and posting items out to the customer.
- Reporting on sales, key metrics and promotions in weekly and monthly trade meetings.
- Quickly analysing trading patterns with sufficient level of detail to ensure appropriate action is taken
- Identifying promotional/marketing opportunities and evaluates the traffic, stock and sales implications of the proposed activity.
- Recording and maintaining the stock database.
- Creating energy and pace.
- Proactively seeking, anticipating and responding to shifts in fashion trends to creatively and commercially provide new sales opportunities.
- Feedback in a positive constructive manner opportunities related to: events, stock (depth and width), marketing, promotions and service.
- When required provide management cover for retail stores as part of the Retail Management Team.

Leading in the field

- Supporting with planning and the delivery of the online trading strategy.
- Test/trial new strategies and propositions which can then be rolled out to other markets.
- Identifying product opportunities and analyse shopping trends and behavior.
- Retaining a strong market and customer focus in all activity, building a good understanding of Online competition and the Online customer
- Develops tactical actions to drive the Omni Marketing.
- Delivering operational excellence in all processes: stockrooms, database management and work area.
- Managing stock release of desirable / premium brands to create bounce back and excitement.
- Self-aware and proactive about your own development.
- Identifying local opportunities for events with a Business to Business approach.
- Deliver visual excellence with all pictures of the garments.
- Ensuring completion of any relevant reports and operational administration.

People at our heart

- Work effectively with a number of support departments and effective stakeholder management.
- Create a mentality of Customer First at all times, ensuring customer first and task second.
- Deliver a high standard of silent service.
- Resolve customer complaints to achieve win: win for both Newlife and the Customer.
- Effective communication between yourself and the Senior Retail Manager: take a partnership approach.

Additional Responsibilities / Expectations:

- Work in accordance with all internal policies and procedures.
- Adhere to all Health and Safety policies and procedures and use all equipment in a safe and appropriate manner.
- Any other duties as required from time to time.
- Always compassionate and deserving of trust.
- Willingness to train and develop as required.
- Willingness to commit to our policies around equality and diversity
- The commitment to be part of the culture of what makes Newlife different and successful.
- Ability to build good appropriate relationships with people at all levels while maintaining confidentiality and respect of your colleagues.

Applications:

Should be by completion of a Newlife Application Form, available as a free download from our website, by calling the People Team or by visiting the Superstore in Cannock.

CV's may be attached, but we do not accept CV's alone.

Equal Opportunities:

Newlife the Charity for Disabled Children is an Equal Opportunities Employer.

Contact Details:

Head Office: Newlife Centre, Hemlock Way, Cannock, Staffs, WS11 7GF.

Tel: 01543 468888.

Email addresses: info@newlifecharity.co.uk

Web address:

www.newlifecharity.co.uk

Other Info:

Newlife the Charity for Disabled Children - Registered Charity Number: 1170125 in England & Wales

