

JOB DESCRIPTION

1. JOB IDENTIFICATION

Job Title:	Online Trading Assistant
Responsible to:	Online Sales and Gift shop Manager
Department(s):	Trading
Last Updated:	September 2025

2. JOB PURPOSE

The Online Trading Assistant supports the Online and Gift Shop Manager in the day-to-day operation of St Vincent's Hospice's online sales platforms, ensuring the smooth and efficient running of all online trading activities. The post holder will take ownership of key tasks and provide leadership in the Manager's absence to maintain continuity of service.

This role plays a vital part in maximising income generation through the creation of engaging, high-quality product listings that enhance visibility, attract buyers, and drive revenue. Responsibilities include photographing and describing items accurately, producing compelling listing titles, and completing detailed product specifics to optimise search performance and buyer engagement.

Working collaboratively with the wider Trading team, the post holder will help identify and source high-value items, manage stock flow, and lead the volunteer team to ensure effective and coordinated operations.

The Online Trading Assistant will uphold the professional image and values of St Vincent's Hospice at all times, demonstrating integrity, care, and commitment in their work. The role also requires strict adherence to Health and Safety policies and procedures, ensuring a safe, compliant, and supportive working environment for staff and volunteers.

3. DIMENSIONS OF THE ROLE

Key Responsibilities

Sales and Profitability

- Work collaboratively with the Online Sales and Gift Shop Manager to achieve and exceed agreed sales and profitability targets across all online trading platforms.
- Monitor daily sales performance, identifying trends, opportunities, and areas for improvement to ensure income remains on track with budget and KPIs.
- Support the review of selling costs, suggesting and implementing practical measures to improve cost efficiency and maximise net revenue.
- Maintain regular communication with the Pre-Loved Trading Team to secure a consistent flow of high-quality, higher-value stock items suitable for online sale.

- Ensure all products are priced accurately and consistently in line with the agreed pricing policy, using sound judgement to optimise sales and margin.
- Accurately capture and record Gift Aid donor details, ensuring full compliance with HMRC regulations and maximising income generation opportunities.
- Proactively flag and support the resolution of any underperformance or operational issues, contributing ideas and actions to improve results.

Shop Standards and Health and Safety

- Oversee the receipt, preparation, pricing, and display of donated goods for sale.
- Ensure high standards of photography and lighting on every product listing to ensure St Vincent's Hospice receives maximum value from their stock donations
- Respond to customer queries and complaints with empathy and professionalism resolving issues where possible and escalating only when needed, ensuring every interaction reflects the values of St Vincent's Hospice and supports a positive experience that encourages continued support..
- Uphold high standards of housekeeping in accordance with Health and Safety regulations, supporting a safe and efficient working environment.

Staff and Volunteers

- Provide comprehensive operational support to the Online and Gift Shop Manager in the daily management of the online sales platform, taking ownership of key tasks and assuming leadership responsibility during periods of absence to maintain continuity of service.
- Train, motivate, and support volunteers to confidently prepare items, capture high-quality photographs, and create accurate, engaging product listings.
- Ensure volunteers are well-informed about the mission, values, and activities of St Vincent's Hospice, fostering a strong sense of purpose and commitment while maintaining high standards of customer service at all times.

Administration

- Prepare, wrap, pack and post items with care, ensuring they arrive safely and reflect the quality and professionalism of St Vincent's Hospice, helping to maximise customer satisfaction and positive feedback.
- Provide weekly email feedback to the Pre-Loved shop team, helping to enhance their product selection and maximise sales.
- Accurately update Gift Aid sales records, ensuring compliance with HMRC regulations and GDPR requirements to maximise eligible income for St Vincent's Hospice.
- Update the volunteer communication board with weekly, monthly, and year-to-date sales figures to keep the team informed and engaged.

Working with Others

- Be a visible ambassador for St Vincent's Hospice, promoting our values and mission in every interaction to inspire support and engagement.
- Promote and uphold a respectful, inclusive working environment where diversity is valued and all volunteers and colleagues are treated with fairness, in support of a positive organisational culture and team cohesion.
- Work with the wider Income Generation team to maximise the retail and fundraising opportunities in the area and to promote St Vincent's Hospice.

4. ROLE OF ORGANISATION

Our Vision

St. Vincent's Hospice is a charitable organisation at the heart of the community, offering specialist care and services to all those affected by life-shortening illness; we are known as "the little hospice with the big heart".

Care for all is at the heart of everything we do. We achieve this by:

- Being passionate about delivering high quality palliative care and support;
- Working with patients, families and those closest to them to ensure that care is right for everyone, every time;
- Having appropriately skilled teams who are able to work in home, hospice and other settings;
- Ensuring we have the necessary funds to maintain and develop services;
- Using our influence and expertise to shape the development of palliative care locally and nationally.

Our Values

Caring	Respect
Compassion	Dignity
Commitment	Sensitivity

In putting people at the heart of everything we do, we will work together to:

- Support every person as a unique and valued individual
- Respect the dignity of everyone
- Listen to and respect the wishes of people

In striving for excellence in every aspect of our services, we will:

- Provide a safe, comfortable, caring environment
- Develop and provide high quality services that are underpinned by audit and research
- Demonstrate clinical, financial and organisational excellence
- Work to achieve financial sustainability
- Deliver effective leadership and management throughout the organisation
- Ensure we have the right number of people with the right skills in the right place
- at the right time

In building relationships, we will:

- Listen to, respect and value the contribution of everyone
- Work together to improve all of our services
- Extend our collaboration with external partners

5. EQUIPMENT AND MACHINERY

IT Equipment

- Laptop
- Digital Camera
- Mobile Phone
- Lighting Equipment

Shop Equipment

- Electronic Till System
- Tagging Guns

- Vacuum Cleaner
- Cleaning Materials
- Coat Hangers
- Hanging Rails
- Roller Shutter
- Heaters

6. SYSTEMS

The post holder will regularly use the following systems to support digital sales, training, team communication and operational compliance:

Digital Sales & Online Platforms

- eBay and other online retail platforms
- Social media channels (e.g., Instagram, Facebook)
- Gift Aid processing systems

Office & Productivity Tools

- Microsoft Office Suite (including SharePoint, Word, Excel, PowerPoint, Outlook)
- Training & HR Systems
- Learn Pro portal for mandatory training
- Breathe HR portal for leave, absence, and personal information management

Operational & Safety Systems

- Sign In/Out app
- Peoplesafe SOS fob
- Health & Safety record-keeping systems
- Retail policies and procedures documentation

7. ASSIGNMENT AND REVIEW OF WORK

The post holder works within clearly defined occupational policies, protocols, procedures and/or codes of conduct. Advice and support is available from the Head of Retail or other members of the Leadership Team when required. Workload is demand-led based on staff and volunteer activity.

A formal review of performance and objective setting is carried out by the Head of Retail in accordance with Hospice performance management arrangements and regular review of workload and performance also takes place.

The post holder is responsible for highlighting areas where learning and development is required.

8. DECISIONS AND JUDGEMENTS

The post holder will be required to prioritise tasks on a daily basis, making judgements concerning own working day and using initiative where appropriate.

The post holder is responsible for line management of their allocated volunteer team.

The post holder is encouraged to provide general advice on potential

improvement of retail procedures and systems.

The post holder will exercise discretion in handling of confidential or sensitive financial or general Hospice information.

9. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB

- Meeting income targets and KPIs in a competitive e-commerce environment.
- Delivering consistently excellent customer care when responding to customer queries in a fast-paced digital retail setting.
- Supporting and retaining a committed volunteer workforce with varying levels of experience and availability.
- Supporting volunteers with differing levels of digital confidence and adapting training approaches accordingly.

10. COMMUNICATIONS AND RELATIONSHIPS

The post holder must build and maintain effective working relationships with a wide range of internal and external stakeholders to ensure the success of Online Sales

Internal Relationships

- Work closely with the Online and Gift Shop Manager and volunteers to drive performance to ensure success.
- Provide regular feedback to the Pre-Loved shop team highlighting stock requirements.
- Participate in regular Retail Team meetings and one-to-ones, to share updates and insights.
- Maintain regular communication with the wider Hospice team to support effective operations and teamwork.

External Relationships

- Engage with customers and donors across digital platforms, responding promptly and empathetically to queries and feedback.
- Represent the Hospice in digital communities and local media, supporting visibility and brand reputation.

Effective communication - both written and verbal - is essential for this role, particularly when communicating with customers, donors and Volunteers, delivering training, resolving issues, and promoting the Hospice's values and mission online and in-person.

11. PHYSICAL, MENTAL, EMOTIONAL AND DEMANDS OF THE JOB

Physical Demands

- Regular manual handling of stock including boxes and bags.
- Handling and transporting roll cages and runner rails to facilitate efficient stock movement and optimise operational workflow.
- Setting up and adjusting photographic equipment (e.g. lighting, ring lights, mannequins) for online listings.
- Relocating excess book stock to the salvage area to ensure a safe working environment.
- Periods of desk-based work, including screen use for data input and online

activity.

Mental Demands

- Frequent need for sustained concentration when managing online listings and reviewing analytics.
- Balancing multiple priorities and deadlines in a fast-paced, evolving retail environment.
- Responding flexibly to interruptions and adapting to shifting workloads.
- Attention to detail and accuracy when completing key tasks. .
- Sensitivity when supporting volunteers with varied learning styles and digital confidence.

Emotional Demands

- Supporting and motivating volunteers through change, learning, or challenging situations.
- Managing customer complaints or sensitive queries with empathy and professionalism.
- Balancing organisational priorities with individual needs and maintaining a values-led approach under pressure.

Environmental Demands

- Occasional lone working.

12. KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB

Essential Qualification:

Experience

Essential:

- Previous experience of working in a sales environment with budget responsibility.
- Previous experience of managing a diverse workload often working to tight deadlines.
- Previous supervisory experience.

Desirable:

- Previous experience in online retail sales e.g. EBay or a similar online platform.
- Previous experience of working with a team of volunteers.

Skills and Knowledge

Essential:

- Driving Licence
- Excellent communication skills, both verbal and written.
- Good standards of numeracy.
- Knowledge of designer fashion and home brands.
- Excellent planning and organisational skills.
- Good level of proficiency in Microsoft packages including Share point, Outlook, Word, Excel, and PowerPoint.

Desirable:

- Excellent visual merchandising skills.

Personal Qualities

Essential:

- Positive approach with a can do attitude

- Ambition and desire to learn and succeed.
- Ability to work independently.
- Ability to produce high quality work often to a tight timescale.

OTHER

It is an essential requirement that the post holder provide proof of right to work in the UK prior to taking up the post.

13. JOB DESCRIPTION AGREEMENT

This job description is a general outline of the above post and it is not exhaustive. This job description is subject to periodic review with the post holder. Duties may change in line with the service changes and of the post holder's own personal development.

I agree that this is an accurate reflection of the duties involved in my current role in St. Vincent's hospice.

Job Holder's Signature

Date:

Head of Department Signature

Date: