

Job Description

Job Title: Retail & E-Commerce Manager

Hours: 37.5 hours per week

Accountable to: Director of Fundraising, Communications & Retail

Team: Fundraising, Communications & Retail

Salary: £38,000 - £41,000

About Mothers Union:

Founded in 1876, Mothers' Union is a women-led volunteer movement, with a membership of 4 million people around the world, 36,000 of whom live in the UK and Ireland. Based on Christian fellowship, members express their faith through action in their local communities, aiming to create a world where every individual can reach their full potential, by stopping poverty, injustice and violence.

Mothers' Union works with people of all faiths and none to develop communities, strengthen families and advocate for change. Our members are active in 83 countries and work tirelessly to serve their communities to build a future where everyone thrives.

Background to the Role:

Mothers' Union runs a retail business through its wholly-owned subsidiary, MU Enterprise. It sells products online direct to customers (predominately members). It also achieves sales through a network of volunteer member representatives in each of the regions (or dioceses) throughout Britain and Ireland. In addition to online marketing, an offline mail order catalogue is produced twice a year. This role will have a clear remit to identify credible ways to generate new net revenue and membership lead generation through retail operations that support the Mothers' Union's growth.

Job Purpose

The Retail & E-Commerce Manager will be responsible for creating a seamless digital shopping experience and online customer journey that creates loyalty through best-in-class customer service and by providing a range of gifts that meet the needs of current and future members and supporters. They will effectively manage the performance of the retail operations, ensuring net profit is maximized in line with Mothers' Union strategic objectives and values. This role will have a particular focus on developing new customer channels and will need a strong understanding of digital marketing and using data and insight to grow sales.

Main Responsibilities

Online Shop

- Ensure that the visual merchandising of the online shop is continually improved, monitoring sales against different arrangements, and adapting layouts accordingly.
- Develop and implement the product placement online strategy, ensuring all products, including new items, are attributed correctly and appear in all relevant lister pages overseeing key promotions in line with the agreed marketing strategy.
- Maintain and develop suite of reports/analytics which provide information to monitor and assess retail's performance and influence key decision making for both retail and wider growth of MU membership.
- Responsible for the management and oversight of the 3rd party fulfilment centre, ensuring the supplier meets their required contractual Service Level Agreement.
- Development of the online shop's functionality with relevant 3rd party suppliers.
- To review the existing small scale greeting card wholesale service and create a plan for growth or diversification in line with strategy.

Product Sourcing & Development

- To develop and implement a clear product strategy which delivers against our organisational objectives and values, working closely with colleagues across the organisation to ensure alignment of plans which seek to maximise overall trading profitability.
- Responsible for product research, selection, and acquisition of external manufacturers/suppliers by analysing market trends and sales data to make insightful, evidence-led buying decisions.
- Build relationships with suppliers and negotiate the best pricing whilst ensuring quality of products is maintained and any issues successfully resolved.
- Accurately monitor and forecast anticipated product demand and coordinate inventory to ensure stock levels are maintained at appropriate levels to meet member and supporter demand, minimising stock price reductions and write offs.
- Work with Communications team to ensure Mothers' Union brand guidelines are adhered to for bespoke branded product ranges.

Marketing

- Develop and implement a clear year-round marketing plan, working with colleagues to align retail promotions and organisational campaigns and activities.
- Develop and deliver a digitally focused plan to engage new customers for the online shop.
- Produce a printed retail catalogue, working with 3rd party designer and printing & mailing supplier to ensure timely delivery.
- Produce and deliver regular marketing activity (currently emails and social media posts) to promote retail to the existing customer base.

Reporting & Finance

- Develop an ambitious 5-year retail growth strategy with income and expenditure targets.
- Complete annual forecasting of budget, that includes appropriate monthly phasing of income and expenditure alongside relevant assumptions.
- Close collaboration with the CRM, Fundraising and membership team members to ensure data capture and use for digital marketing is GDPR compliant and delivering results.
- To ensure supplier invoices are correct and posted on internal accounting systems to ensure timely payment. Reporting any invoice discrepancies to the supplier.
- To arrange and oversee annual stock take at our external fulfilment provider's warehouse and provide any relevant information to auditors as requested.
- To present retail business plans and reports to relevant Trustee Boards.

People Management

- Support, supervise and allocate work to Office Support Assistants, with regular 1-2-1 meetings to ensure their objectives are being met and to carry out their annual appraisals.
- To provide and oversee the highest level of customer service, interacting with members and supporters in an engaging and enthusiastic manner to maximise sales.
- Responsible for instilling a culture of excellent customer care.
- Build positive relationships with member-representatives (Reps), providing weekly e-newsletters, hosting regular Zoom meetings, and responding to feedback in a timely manner.

Person Specification:

Essential

- Experience in a retail role that has delivered growth. Working knowledge of managing a Shopify retail business is essential.
- Experience of retail buying.
- 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 combined with understanding of the need for Mothers' Union to achieve its charitable objectives.
- Able to work within a small team, collaboratively, whilst demonstrating leadership within the retail field.
- Experience of planning and budget management including written reports at a senior level.
- Experience of working with CRM systems and knowledge of current GDPR guidelines.
- Significant influencing and communication skills, with the ability to engage diverse membership base and build relationships at all levels across the organisation.

Desirable

- Experience of working with volunteers and within a membership organisation.
- Knowledge of email marketing platforms such as Dot Digital, Click Dimensions and Canva.

Work Location

This role will be based at our Head Office in central London. Mothers' Union operates a hybrid working model. Staff are required to work an aggregate minimum of 90 days per calendar year (average of 2 days a week) at our Head Office, Mary Sumner House in Westminster, London. Tuesdays are anchor days where every staff member is expected to be at the office. The 90 days includes anchor Tuesdays.

Benefits

- 25 days of annual leave (full time) plus up to 4 days of leave (full time) given at the discretion of Mothers' Union
- Employer pension contribution of 7%
- Enhanced maternity, paternity and adoption pay
- Two volunteering days per calendar year
- One away day per calendar year
- Enhanced sick pay
- Bereavement leave & Compassionate leave
- Season ticket loan
- Cycle to work scheme
- Employee assistance programme
- Eye care voucher and an allowance towards glasses.

Equal Opportunity

Mothers' Union is an Equal Opportunity Employer. We celebrate diversity and are committed to create an inclusive environment for all employees.