

Job Description

Job title: Head of e-Commerce

Department: Innovation & Enterprise

Reporting to: Head of Entrepreneurship

Salary: £54,889 per year

Hours: 35 hours per week

Location: Based in London

Contract type: Permanent

Aim and influence

- Lead and develop Crisis's e-commerce strategy
- To provide senior management of Crisis with analysis and insight into e-commerce trends
- To manage e-commerce trials and support project leads on performance optimisation and operations improvements

Financial and supervisory responsibility

- Maintain accurate records of expenditure, compliant with Crisis' financial procedures and any delegated budgets.
- Future line management responsibility
- Supervision of volunteers

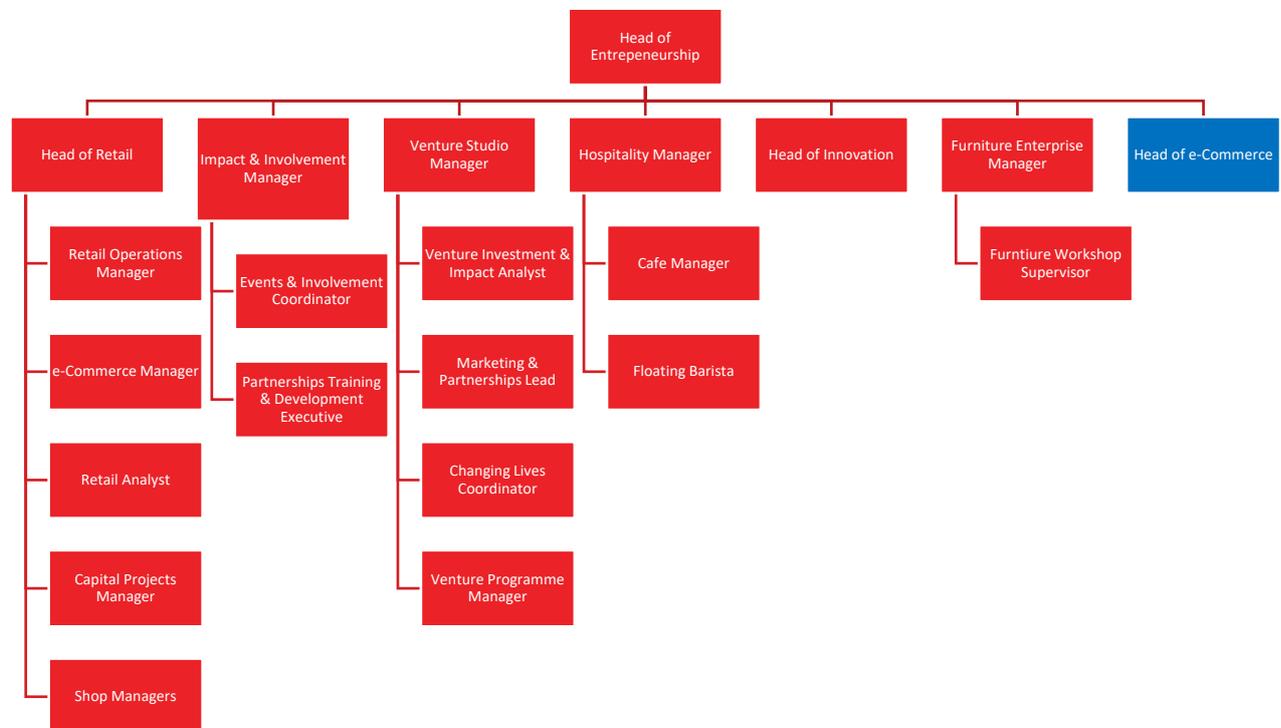
Other key details

- Fixed working pattern with occasional evening and weekend work required
- Working from home may be considered in line with Crisis' homeworking policy
- Travel around the UK may be required



**Together
we will end
homelessness**

Organisational chart



Please note structure is subject to change

Job responsibilities

- Work with the Head of Entrepreneurship to lead and develop an E-Commerce strategy for Crisis to drive income and awareness
- Advise E-Commerce Managers and other E-Commerce project leads on performance optimisation and operations improvements
- Analyse e-commerce metrics and generate insight to inform future growth strategies across the organisation
- Maintain an outward and forward-looking approach to e-commerce strategy development, assessing the market and future trends and working with external agencies/third parties where appropriate to develop new initiatives and opportunities
- Lead the E-Commerce Steering Group to provide effective governance of all Crisis' e-commerce activity
- Develop the test and learn framework for e-commerce across the organisation including business cases for new products

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- Gather business requirements from multiple stakeholders, align into a roadmap for e-commerce, and establish a vision for delivery, informing and engaging them throughout implementation. Communicate and share learnings and results across teams.
- Ensure e-commerce across Crisis positively reinforces wider organisational strategy, Crisis' online presence and Crisis' brand.
- Leading and commissioning audience / customer insight and developing audience strategies across all different areas of online retail. Collaborating closely with the Head of Retail to ensure that audience strategies reflect an omni-channel approach and align across physical and online shops.
- As the product owner for all Crisis e-Commerce operations have responsibility for ensuring that adequate controls across e-commerce systems are in place to protect the income and reputation of the organisation, monitoring compliance across data protection, financial, health and safety, accessibility, usability, sustainability, and other regulatory activity.

General Accountabilities

- Actively encourage and support member involvement within Crisis
- Support the Head of Entrepreneurship and the Enterprise Team in their delivery of the Entrepreneurship Strategy
- Develop an understanding of homelessness and Crisis' aims
- Be a champion for the vision of maximising the potential of data, digital and technology to end homelessness
- Follow Crisis policies and procedures, including health and safety
- Carry out other reasonable duties that may be required

Person Specification

Essential

- 1 Senior leadership and management experience in an E-Commerce role with a track record of building sustainable E-Commerce growth
- 2 Strong influencing and networking skills, with the ability to work across a range of teams and levels of seniority
- 3 Ability to build E-Commerce capabilities through training and development
- 4 Excellent knowledge of marketing and branding strategies to support the growth of E-Commerce
- 5 Knowledge of the latest E-Commerce trends
- 6 Strong partnership building skills, an ability to leverage the resources of external partners in the delivery of work
- 7 Commercial and entrepreneurial mindset, able to work at pace across a range of teams

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- 8 Highly analytical and data driven with the ability to provide digestible expert insight into current performance and future trends
- 9 The ability to present confidently and authoritatively to a variety of audiences, including staff, external stakeholders, people with lived experience, the general public and professionals.
- 10 The ability to manage and oversee budgets
- 11 Commitment to Crisis' purpose and values including equality and social inclusion

Desirable

- 12 Knowledge of Charity Retail practice

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness