

Job Description



Job Title: Online Sales Manager

Department: Retail

Responsible to: Retail Operations Manager

Primary Work Base:

Rugby, with regular travel across The Myton Hospices retail estate. Subject to operational requirements, this role offers flexibility in working patterns, including opportunities for a blend of on-site and home-based working for administrative and digital trading activities.

(NB as we are a multi- site organisation some flexibility relating to place of work will be required. We reserve the right to change the work base of our employees to meet our business needs.)

Role Purpose:

The Online Sales Manager will lead and grow The Myton Hospices' online retail sales, maximising income from donated goods through digital marketplaces. The post holder will be responsible for developing our online sales operation to deliver sustainable income growth, outstanding customer service and an excellent supporter experience. The role will identify opportunities to increase the value of donated goods through effective pricing, product placement and presentation.

Working closely with Retail Managers and shop teams across the organisation, the Online Sales Manager will develop a culture where high value donated goods are identified and channelled into online sales, ensuring every donation achieves its maximum potential. This role combines digital sale experience with commercial retail knowledge and is suited to someone who enjoys growing online sales, analysing performance and identifying new opportunities.

Myton Core Values

Our Core Values underpin everything we do and all employees are expected to comply with our Values and reflect these in their day to day work.



Main Duties & Responsibilities

Commercial Performance

- Deliver agreed sales, income and profitability targets.
- Monitor sales performance and identify opportunities to improve conversion, average selling price and customer satisfaction.
- Produce regular reports analysing performance, trends and opportunities.
- Manage expenditure within agreed budgets.
- Recommend new initiatives that improve income and operational efficiency.

Online Sales

- Manage Myton's online sales platforms, including eBay and any future marketplaces.
- Create high quality product listings using compelling descriptions, accurate pricing and professional presentation.
- Ensure listings are optimised to maximise visibility and sales performance.
- Research products to identify valuable, collectable and specialist items.
- Explore opportunities to develop new online sales channels including vintage, luxury fashion, collectables and specialist marketplaces.
- Use digital tools and AI technologies where appropriate to improve listing quality and productivity.
- Monitor competitor activity and market trends.

Stock Management

- Develop processes for identifying high value donations across the retail estate.
- Build strong relationships with shop teams to maximise the flow of suitable stock.
- Ensure donated items are processed, photographed, stored and dispatched efficiently.
- Develop clear guidance for shop teams on identifying products suitable for online sale.
- Maximise income from unusual or specialist donated items.

Customer Experience

- Deliver excellent customer service across all online sales channels.
- Respond promptly and professionally to customer enquiries.
- Maintain excellent customer feedback ratings.
- Resolve customer issues quickly and positively.

Leadership & Volunteers

- Recruit, train, motivate and support volunteers involved in online sales.
- Create a positive and inclusive working environment.
- Develop volunteer skills in product research, photography, listing creation and customer service.
- Ensure volunteers understand Myton's values and deliver excellent supporter experiences.

Collaboration

- Work closely with Retail Managers to maximise online trading opportunities.
- Support shop teams with pricing advice and product identification.
- Share sales information and success stories across the retail estate.
- Work collaboratively with Marketing and Fundraising colleagues to promote online retail activity where appropriate.

Administration & Compliance

- Maintain accurate stock, sales and financial records.
- Ensure all online sales comply with marketplace policies, charity retail guidance and Myton procedures.
- Ensure all items are packaged securely and dispatched promptly using cost effective methods.
- Maintain accurate reporting for shop income allocation where required.

GENERAL RESPONSIBILITIES & OBLIGATIONS OF ALL EMPLOYEES

Policies and Procedures

The post holder is required to have a good understanding of and to comply with all relevant Myton policies, procedures and guidelines. Any contravention of Myton policies or procedures may result in disciplinary action.

Volunteers

Myton recognises the valuable contribution that volunteers make and we expect all employees to be able to support and work effectively with our volunteers.

Confidentiality and Data protection

It is a requirement of employment with Myton that all staff must comply with the obligation of confidentiality relating to personal information that could identify individuals. The Data Protection Act 1974/1998 safeguards the handling of information held in both electronic and manual filing systems and it is the duty of all staff employed by Myton to uphold the principles of the Act, adhere to Myton policies and to maintain strict confidentiality at all times.

Infection Control

All employees of Myton must be aware of infection prevention and control policies and are expected to follow them at all times. Any breach of infection control policies which places patients, visitors or colleagues at risk may result in disciplinary action.

Equality & Diversity

The post-holder must at all times carry out his/her responsibilities in line with Myton's Equality & Diversity Policy.

Health & Safety

Employees must be aware of the responsibilities placed upon them under the Health and Safety at Work Act 1974, to ensure the agreed safety procedures are carried out to maintain a safe working environment for patients, visitors & colleagues. The post holder is required to conform with Myton's policies on Health & Safety and Fire Prevention, & to attend related training as required.

Safeguarding Vulnerable Adults and Children

It's the duty of all staff working for Myton to safeguard children and vulnerable adults and undertake safeguarding training at an appropriate level.

Code of Conduct

Employees are required to represent Myton in a positive light and embody the corporate identity in appearance, demeanour, values and ethics.

Review of Job Description

This job description is an outline of the key duties and responsibilities of the role and is not intended as an exhaustive list. The job description may change over time to reflect the changing needs of the service. The post holder may be required to undertake other duties that could reasonably be considered commensurate with the post. This job description is subject to periodic review and may be changed/updated following consultation with the postholder(s).

Employee/Managers Signature

I agree that this Job Description is a true reflection of the main duties and responsibilities of my role:

Employee Name: _____

Signature: _____ **Date:** _____

Managers Name: _____

Signature: _____ **Date:** _____

Last reviewed July 2026