

Candidate Information Pack: Online E-Commerce Lead



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Section 1 - Introduction from Jamie Anderson, Chief Executive

I would like to thank you for showing an interest in working for Age UK Wirral. We are a local, independent and innovative Wirral-based organisation, offering a large range of services and activities which support and engage with over 30,000 local people each year.

We are extremely proud of the work that we do, and we seek to be a diverse organization representative of the communities we serve. We want to make Wirral a great place to grow older, and hope that you do too. Our team of staff and volunteers are incredibly important to us, as demonstrated by us being awarded Investors in People Gold Status.



Staff and volunteers joining the organization need to embody the values that underpin our culture, and this Candidate Application Pack has been produced to provide you with information about what working for us really means before you submit your application.

The Online E-Commerce Lead is a new role for us and is essential if we are to drive forward our ambitious plans to increase essential unrestricted income from our charity shops to support the delivery of our charitable services. This role will require someone who is self-motivated and determined and who thrives in a busy environment working towards the achievement of stretching targets.

I hope that you feel that this is the right place for you to work, and we look forward to your application.

A handwritten signature in black ink, appearing to read 'Jamie Anderson'. The signature is stylized and cursive.

Jamie Anderson

Chief Executive & Nominated Individual

INVESTORS IN PEOPLE®
We invest in people Platinum

Section 2 - About Age UK Wirral

History of Age UK Wirral

The roots of Age UK Wirral go back to 1948 when, in a small office in Hamilton Square, an Old People's Welfare Committee was formed, specifically devoted to the welfare of elderly people in the Birkenhead area. Back in those early days one volunteer provided an advice and information service for local elderly people, and during the early 70's a special house contents insurance service for elderly people - which had been developed by Age Concern England - was promoted locally by two volunteers. It was then that the organisation took the new name of **Age Concern Birkenhead** which it kept until 1988 when it was reconstituted as **Age Concern Wirral**, taking on responsibility for the whole of the Metropolitan Borough of Wirral.

A further name change came in May 2011 when we became an Age UK Brand Partner and, whilst retaining the legal constitutional name of Age Concern Wirral, we adopted the working title of **Age UK Wirral**.

Our Mission Statement

Age UK Wirral exists to promote the well-being of people throughout Wirral, helping to make their later life a fulfilling and enjoyable experience.

The Age UK Network

Age UK is Network of local, autonomous registered charities ('Brand Partners'), collectively forming the largest organisation working with and for older people in the UK, alongside national partners – Age England, Age Cymru, Age Scotland and Age Northern Ireland.

Brand Partners are completely independent organisations, responsible for establishing their own policies, determining their own activities and raising their own funds. United through use of a household name and branding, Brand Partners adhere to the Age UK Organisational Quality Standards (OQS), to ensure the quality of governance and operations across over 200 independent organisations.

Age UK Wirral - Today

Whilst the name of the organisation, its size and range of services have changed considerably over the years, our *raison d'être* has remained the same - to support and care for people in Wirral. Today, the organisation employs approximately 150 paid staff, works with over 500 volunteers and has a turnover of over £3million per annum.

As one of the largest charities in Wirral, we deliver a wide portfolio of services and activities. Our charitable work fall under 7 key thematic areas:

- Dementia & carers
- Digital inclusion
- Information and advice
- Mental health therapies
- Out of hospital services
- Practical support
- Wellbeing

Please see our website www.ageukwirral.org.uk for up-to-date information about our current work. We deliver charitable services funded through our self-generated income, services under contract to the local statutory sector and have a number of projects funded through charitable grants. Our unrestricted income comes through fundraising, the profit from our network of charity shops in Wirral and donations and legacies from members of the public.

Our Vision & Values

Our Vision for Age UK Wirral is that it will:

- Be a high profile organisation, visibly active in the community, and the first point of contact for older people in the Borough wanting information or support.

- Deliver a range of high quality services and activities that respond to the needs, expectations and aspirations of people in the local community, making a difference to their later life and adding social value.



- Have a focus on early intervention and prevention of deterioration in peoples' health and well-being, in order to maintain their independence and quality of life for as long as possible.

- Have clearly defined charitable services as well as those delivered under contract.

- Have a variety of secure funding streams, from both external sources and self-generated income, to establish a sound, firmly controlled financial basis for its continuing operation and development.

- Be working in partnership rather than competition if this achieves the best result for older people.

- Have a workforce we can be proud of, who feel valued, supported and respected.

Working for Age UK Wirral

People have many different reasons for coming to work with and for Age UK Wirral. Some people may say that they have a 'belief in the cause' and others may say that they wish to 'help other people'. Prospective applicants need to recognize that working for a charity is not a case of 'getting out of the rat race' as working in charities is anything but a soft option: it is just as demanding as the world of business or public service, and often may be more regulated in terms of operating as a registered charity and in providing a range of registered care services.

Age UK Wirral takes pride in the way in which it operates the business of the organisation. The organisation holds a number of quality marks, including Investors in People at Silver Award level, Age UK Organisational Quality Standards, the Advice Quality Standard and Mentoring & Befriending Accreditation.

Staff working for the organisation can expect to receive:

- Full induction into Age UK Wirral
- Training and support relating to their job role
- Regular supervision, support and appraisal
- Ongoing personal and professional development
- The opportunity to become involved in the planning processes of the organisation

We thrive through staff who are achievers, who get things done, are willing to go 'the extra mile', who can influence and convince others, and who enjoy tackling problems which cannot be solved easily. The reward of this work is the satisfaction of doing something which is worthwhile – and doing it well.

The organization can only be as good as the people in it – we are looking for individuals who take pride in their work, who recognize what a privilege it is to share in local people's lives with them and who want to take personal responsibility in maintaining and improving standards.

The main factor which differentiates the 'voluntary' sector from other areas of work is the fact that most charities rely largely and historically on unpaid volunteers – as trustees, helpers, collectors, campaigners and general supporters. Paid employees have to tread carefully in their relationships with volunteers. They must be sensitive to volunteers' views, for example, with regard to expenditure and overall policy. Volunteers cannot be ordered; they must be asked, inspired and directed without losing their goodwill.

Everyone likes to think they are 'good with people'. Working in a charity - balancing the requirements of service users, clients, customers, trustees, volunteers and paid staff - puts this platitude to the test. What is needed is an ability to deal with people at all levels, not by talking down (or up) to them, but through a genuine understanding and respect for their situation.

We operate a 'coats off' culture and general versatility. The organisation is a place where purpose, motive and mission matter and where professionalism is the goal. We need and expect everyone working for the us to be willing and able to help with all sorts of tasks and to be flexible in their

approach in helping to meet the needs of the business. Our staff very much have a 'can do' attitude. We aim to ensure that contact with Age UK Wirral through any one of our services or activities opens the door to the whole range of available support.

What our staff need

Our staff need to have all or most of the following skills and attitudes:

- Genuine respect for older people and desire to enhance their quality of life.
- Recognition that voluntary does not equate to amateur, and a commitment to maintaining professionalism and high standards in every aspect of what we do.
- Flexibility and a willingness to adapt to work with the wider team to accomplish our goals.
- Ability to remain cheerful under stress, and ever helpful to people (however awkward) who may be potential service users, donors or volunteer helpers.
- A creative and innovative approach to making the most of resources (people, money, equipment, buildings).
- Sense of humour, a positive 'can do' attitude and a zest for life!

We believe that Age UK Wirral provides quality services that are appreciated and valued and welcome new staff and volunteers who want to be part of that mission.

We aim to make time spent within the organization an enjoyable experience for staff and volunteers as well as for our clients, and believe that this will be achieved through the satisfaction of knowing we have made a real difference to the lives of older people.

Section 3 - Role Description & Person Specification

YOUR ROLE & TIER	Online E-Commerce Lead	YOUR LEADER	Lead – Charity Shops
YOUR DEPARTMENT	Charity Shops	YOUR BASE	Flexibly across all locations in Wirral
YOUR HOURS OF DUTY	35 hours per week	YOUR DAYS OF DUTY	Monday – Friday
YOUR SALARY	£14.03 per hour £25,534.60 pa	YOUR FUNDING SOURCE & LENGTH OF CONTRACT	Self-generated Permanent

IMPACT OF YOUR ROLE ON LOCAL OLDER PEOPLE

You will generate unrestricted income via e-commerce which will contribute to ensuring that older people and their carers across Wirral continue to be able to access the care and support that they value so much. You will be required to deliver a net profit of £70k during year 1 of operation of online e-commerce.

THE VALUES YOU WILL SHARE WITH ALL OF US



Friendly – we treat people with respect and courtesy



Professional – we are experienced and skilled in what we do



Locally focussed – our priority is the people of Wirral in their local communities



Changing lives – we make a difference through what we do and how we do it



Person-centred – we provide support tailored to each individual

WHAT YOU GET IN RETURN FOR WORKING FOR US

- Great terms and conditions, including:
 - Generous annual leave – minimum of 28 days FTE plus bank holidays.
 - 3% pension contribution.
 - Death-in-Service Benefit equal to one year's salary subject to eligibility criteria.
 - Generous company sick pay scheme (subject to eligibility).
 - Reimbursement of all travel expenses incurred in the course of work.
 - Access to free staff counselling service.
- A culture which helps you to grow and develop through:
 - Supportive and inclusive work environment where everyone is listened to
 - Regular supervision and appraisal
 - Opportunity to truly make a difference in a person-centred organisation
 - Full Corporate Induction and access to ongoing learning and development
 - Being part of a quality organisation accredited by Investors in People

Bringing



Everyone's



Strengths



Together



YOUR ROLE

In the role of Online E-Commerce Lead you will:

- Set up and implement an E-Commerce operation, utilizing industry software provided by Skyline.
- Work closely with the Lead – Charity Shops to ensure the effective day to day running of the retail online trading business and ensuring that online trading trades the agreed hours.
- Achieve agreed sales targets and profit budgets of the online trading department by setting and maintaining high standards of pricing, stock control and customer service and maximising the selling opportunities on all online channels including social media.
- Reach out to shop teams for quality donated items that can be listed on all online channels and feedback regularly the success of the value achieved of their items sent to the department.
- Ensure maximum stock availability for online listings through effective stock control and movement of stock from the stores as required. Continually reviewing rotation, quality and replenishment of stock ensuring stock is aligned to maximise sales.
- Ensure that there is always sufficient listing live on eBay and other selling channels to meet the weekly required sales targets for the online department.
- Research across all online channels to ensure that our donated items are being listed on the correct channel for the maximum potential price.
- Manage and achieve the required Gift Aid target set for online trading.
- Monitor and control all costs in accordance with set targets and budgets to maximise the profitability of the online trading department.
- Maintain the highest standard of photography to support each item listing and ensure that the description is clear, concise, and informative.
- Ensure that Age UK Wirral does not violate any of the eBay, Amazon or any of the online selling channel regulations when listing an item.
- Exceed customer expectations by delivering high quality customer service and adhere to all policies and procedures.
- Ensure that all online customer enquiries are responded to effectively and within an appropriate time to maintain excellent customer service.
- Ensure all items are wrapped and pack to ensure no breakages or damages occur whilst in transit and that all orders are despatched on the required day in line with the Amazon, eBay and other selling channels used policies.
- Proactively recruit volunteers, effectively plan volunteer cover, and train volunteers within the online trading department. Support and where appropriate lead the recruitment of new staff in conjunction with the Lead – Charity Shops. Provide effective training for new members of the online team during their induction and ongoing.
- To maintain the agreed quality standards required to ensure the effective operation of the online trading department including compliance with Trading Standards regulations.
- Provide regular feedback of the online trading departments performance to the Lead – Charity Shops.
- To undertake any other duties as required and as commensurate with the role.

BEING PART OF THE ORGANISATION

As colleagues, we all agree that we will work together by:

- Living the values of the organisation at all times.
- Recognising that change is essential to our growth and development.
- Looking for solutions and having a 'can do' attitude.
- Seeing ourselves as part of the bigger picture and playing our role in that wider team.
- Making sure that everything we do enriches the lives of local people.
- Looking after our own wellbeing and that of those around us.
- Cascading the culture of the organisation constantly.
- Always acting in the best interests of the organisation and local people.
- Ensuring safeguarding is always at the forefront of our minds.
- Being comfortable in raising issues and concerns and working together to find solutions.
- Recognising, celebrating and support the contribution that our volunteers make.
- Celebrating the strengths and assets that diversity brings to our organisation.
- Understanding the strategic direction of the organisation and playing our full part in that journey.
- Treating each other with respect.
- Contributing to ongoing development of the organisation.
- Always seeking to achieve the best impact through scarce resources.
- Adhering to the policies and procedures of the organisation at all times.
- Taking part in ongoing learning and development.
- Recognising that fundraising is a collective responsibility.
- Undertaking additional appropriate duties when requested and appropriate to grade and role.

PERSON SPECIFICATION

Age UK Wirral Staff are a diverse group of people, but they are all committed to delivering a service in line with our mission, values and golden threads.

This role requires the following skills/experience/qualifications in order to qualify for interview:

Essential

- Access to own transport to be able to travel between venues.
- Experienced in retail and online trading, including eBay, Amazon and other selling channels.
- Strong knowledge of collectables and their identity and value.
- Excellent numeracy and literacy skills.
- Good organisational skills.
- Ability to work on own initiative and as part of a team.
- Excellent digital skills.
- Ability to manage and inspire others.
- Target driven.
- Outstanding customer service skills.

Desirable

- Previous experience in a similar role.
- Experience of working with volunteers.
- Proven track record of achieving and / or exceeding targets.

OUR GOLDEN THREADS

We are united through our Golden Threads which mean that we all:

- Work together to make the best possible impact for local people.
- Work in a person-centred way, focussed on maximising people's strengths and assets.
- Keep focussed on local people across Wirral.
- Treat people as we would expect to be treated.
- Have a 'can do' attitude with a genuine desire to change people's lives for the better.
- Embed quality conversations with people, identifying people's goals and supporting them to achieve them, at the heart of what we do.
- Have high levels of personal integrity – we are open, honest and transparent.
- Embrace a learning culture where we improve from our mistakes.
- Embrace team working.
- Commit to working with people to empower them.
- Have good ICT skills to enable us work at our best.

This role description is intended as a summary of the main elements of your job described and may be amended from time to time, in consultation with you. It does not form part of your formal Terms and Conditions of Employment.

Date last updated

MARCH 2024

Section 4 - How to apply

Our application process is via our website using our online application form – please visit [Age UK Wirral Job opportunities](#). We strongly suggest that you ensure that you have read the whole of this application pack before commencing your application – particularly Section 5 which gives more information about what we are looking for in an application and, should you be invited for interview, top tips for interview.

It is important to remember the key dates for this recruitment process:

Closing date for applications to be submitted online – 5pm Friday 3rd May 2024
Interview dates for successful applications –

The Application Form

We recommend you make sure that you have the following information available when you commence the application as there is no facility to save and return to and incomplete application.

Section 1 – Personal Details	Name Address Telephone Number Email Address	Section 5 – Education & Qualification	General Education – subjects, level, grade, year Further Education – course, qualification, grade, class
Section 2 – Current Employment	Employer Name Role Description of role Start date Salary Notice period	Section 6 – Additional Details	Volunteering or public service duties Driving licence / transport Relationship to anyone in Age UK Wirral Details of current or previous disciplinary / criminal convictions
Section 3 – Previous Employments	Dates, Employer, Role, Description, Salary, Reason for leaving	Section 7 – Age UK Wirral Values	Evidence of how you embody our 5 values. Evidence of how you embed equality, diversity and inclusion.
Section 4 – Referees	Names, addresses, email and telephone numbers for two referees	Section 8 – Demonstrating Skills & Competencies	Evidence of how you meet the Essential Criteria Evidence of how you are the best candidate for this role and Age UK Wirral.
Section 8 -	Anonymous EDI monitoring information		
Section 9 – Submission	Please note that when you submit your application you will be given the option to print and / or save a copy of your answers. We strongly recommend that you do this so that if you are called for interview you can reread your application in advance.		

Section 5 - Top Tips for your application and interview

Application form

- Answer every question.
- Your application form will be our first impression of you – make it count! The effort you put into your application tells us a lot about the effort you would put into your work.
- Do not type in BLOCK CAPITALS – this makes it very difficult for the Interview Panel to read.
- Make sure you are answering what the question is actually asking – always read the question twice.
- Don't assume that we know anything about you – we can only go off what you write in the form.
- When we shortlist, we will be assessing against all of the criteria in the Job Description – please make sure that you cover all evidence in your application form.
- Answer honestly.
- If you are asked to demonstrate skill, experience and competency please remember the following:
 - You can use experiences from employment, voluntary work or your personal life.
 - Lots of skills and experiences are transferable. For example, you may not have managed a budget in work but you might be responsible for managing your household budget.
 - Do not write something like 'I have managed projects'. You need to be more precise and explain how you have actually managed a project.

If you are called for interview

- We know that interviews can be difficult, and we want to ensure you can showcase your best talents, skills and potential. We have designed interview questions that help us assess your skill level and fit with the job description, golden threads and values of our organisation.
- Make sure you reread your Application Form and the Candidate Application Pack before your interview – these are the documents we will be asking questions around.
- Remember we are not trying to catch you out – we can explain questions or repeat them if you would like us to. If our questions are long, we may also prompt you to help you to cover all components.

- We want to see your personality and get to know the whole of you! We employ people who we think will enjoy working for our organisation – don't be afraid to bring in examples from your personal life as well as your professional life.
- Do your research - our website and social media pages will give you insight into our organisation and the way we work. Show us that you really want to work for our organisation.
- We will only score on the answers given at interview - tell us everything even if we have met before, or if you covered it in your CV/application.
- Virtual interviews can add in another element of stress – try to ensure you are near your WIFI connection and ensure that your camera and microphone are working prior to interview. We will have your mobile number with us if there are technical difficulties and will continue interviewing via phone if it cannot be solved.
- We use Microsoft Teams as a virtual platform, you should be able to easily join the calls through the link that will be sent to you. Have a practice run beforehand!
- If your interview involves a case scenario, be mindful of the time allocated.
- Feel free to have notes with you – your interview is not a test of your memory!
- We will be writing down everything that is said, so be prepared for some pauses in the conversation.
- We will ask you at the end of your interview if you have any questions for the Interview Panel. A candidate who has questions to ask shows that are genuinely engaged in the process.

Good luck!

Section 6 - Key Contact Details

If you have any questions or queries about the recruitment process, please contact:

Jamie Anderson

Chief Executive

jamie.anderson@ageukwirral.org.uk

If you want to find out more about the organisation, please visit our website:

www.ageukwirral.org.uk

Alternatively, why not follow us on social media?



Twitter - @ageukwirral

For information about the organisation's services and activities

Twitter - @ageukwirralCEO

Our Chief Executive's 'blog' about the organisation

Facebook - @AgeUKWirral

Constant news updates about what is going in the organisation



**Age UK Wirral
Head Office
Devonshire Resource Centre
141 Park Road North
Birkenhead, Wirral
CH41 0DD**