

Amnesty International UK



JOB TITLE	Retail and Online Distribution Coordinator
TEAM	Social Giving and Retail
DEPARTMENT	Fundraising
REPORTS TO	Retail Manager
RESPONSIBLE FOR	Volunteers (approx. 20-30)
HOURS PER WEEK	21 hours (0.6 FTE)

OVERALL PURPOSE OF THE JOB

The Retail and Online Distribution Coordinator coordinates the collection and transfer of stock across the Amnesty bookshop network, ensuring that profits are maximised. This involves responsibility for generating stock from individual and corporate donors and directing that stock appropriately. Within this role is the management of the online bookshop based at the HRAC office which sells books and other items online. The Retail and Online Distribution Coordinator is a central point of contact for internal and external enquires relating to donating and valuing stock. The Retail and Online Distribution Coordinator is also responsible for advertising relating to the bookshops and the online presence of the bookshops.

The performance of the holder of this post will be evaluated on their:

- Delivery of agreed fundraising targets and projects
- Delivery of work in accordance with: fundraising policy, procedures and our supporter promise.

MAIN RESPONSIBILITIES:

1. Operational Planning

- 1.1 In collaboration with the line manager, to develop and deliver a operational plan for the online bookshop.
- 1.2 To be responsible for the effective functioning of the online bookshop including monitoring and reporting regularly on performance and ensuring AIUK policy and procedure including financial controls is implemented and followed.
- 1.3 Work with the line manager to set the annual income and expenditure budget for online bookshop income and be responsible managing and reporting on performance against this.
- 1.4 Run a programme of Amnesty book-sales and act as contact for Amnesty groups who run sales.

2 People Management

- 2.1 Responsibility for the recruitment, training and retention of online bookshop volunteers (a team of between 20 and 30 volunteers). To undertake ongoing supervision of volunteers including organising, enabling, motivating and inspiring the team in order to maximise the contribution from every volunteer.
- 2.2 To create a positive culture and ensure volunteers contribute effectively to the work of AIUK, by establishing and maintaining appropriate working relationships.
- 2.3 Deal effectively with difficult situations and motivational issues arising from a large and diverse team of volunteers.

3. Customer Service

- 3.1 To provide a positive experience for online bookshop customers and donors.
- 3.2 To maintain strong relationships with corporate donors of books and encourage repeat donations of stock.

4. Stock and Merchandise

- 4.1 To be responsible for ensuring that book stock levels remain high in the bookshops. To be proactive in generating stock from individuals, publishers and publications but also respond to enquiries when they come in. To co-ordinate the collection of stock, and ensure that it is transferred where it will best drive profit.
- 4.2 To support other members of the retail team to drive local donations of stock and ensure that stock is moved between the bookshops effectively.
- 4.3 Understand the variety of income streams available to the online bookshop from donated goods and run a central Ebay account that maximises value from unusual items donated to the bookshops.
- 4.4 To work in conjunction with bookshop staff to ensure that the bookshops are well stocked and that stock is being moved through the bookshops in a timely manner.
- 4.5 Where necessary to provide valuations of books for other teams (e.g. as part of legacies).

5. Marketing, Promotion and Innovation

- 5.1 To oversee a PayPal Giving Fund account including acknowledging donation and promoting the use of EBay For Charity to supporters.
- 5.2 To oversee all advertising and social media use of the bookshop network. To work in collaboration with the Digital team to maintain a strong online

presence for the bookshop network including monitoring use of social media across the bookshops, maintaining bookshop webpages and running social media accounts to promote the work of the retail team. To establish close relationships with publications that carry advertising for the bookshops and write copy for those adverts.

- 5.3 To work with the retail team to identify new opportunities to extract value from stock and to implement these innovations with a profit-led focus. To provide occasional support to the bookshop teams on all aspects of online selling.

6. Health and Safety

- 6.1 To manage the health and safety of volunteers, including conducting risk assessments as appropriate, and ensuring they have access to, and participate in, appropriate instruction and supervision.
- 6.2 To take responsibility for their own health, safety and welfare, comply with AIUK H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.

7. Equality and diversity

- 7.1 To deliver all aspects of this job description in accordance with AI UK's Equality and Diversity Policy.

8. Other

- 8.1 Take responsibility for maintaining, reviewing and updating documented fundraising procedures for which your role is the nominated procedure administrator.
- 8.2 To undertake any relevant duties or projects delegated by the line manager, which are in line with the responsibilities of the post.

October 2017

PERSON SPECIFICATION	
Job Title: Retail and Online Distribution Coordinator	
ESSENTIAL CRITERIA	
Knowledge/ Qualification	Experience of income and expenditure budgets.
	Understanding of the book trade and internet selling.
	Demonstrable understanding of fundraising compliance issues, including data protection, and of online selling regulation
Experience	Extensive retail / online retail experience.
	Experience of recruiting, managing, and training volunteers/ staff.
	Experience of handling cash and keeping financial records.
	Experience of managing the delivery of exceptional customer service
	Experience of maintaining strong relationships with internal and external stakeholders
Skills	Well organised with strong attention to detail
	Working under own initiative
	Ability to plan and manage several different projects simultaneously.
	Ability to communicate effectively both verbally and in writing.
	Ability to motivate volunteers and ensure their effective contribution to the organisation.
	Ability to work effectively as part of a team.
	Ability to devise and operate effective office systems.
	Ability to write engaging copy for online and offline channels.
	Ability to interpret numerical and statistical information and use it to guide decision-making
	Ability to plan workload and manage time effectively.
	Ability to make decisions dealing confidently and quickly with issues as they arise, working within Amnesty's policies and procedures.
	Flexibility to work unsocial hours, and/or occasionally to stay away from home overnight (overnight stays to be scheduled in advance).
Values and behaviours	Commitment to help deliver Amnesty International's aims and objectives
	Commitment work in accordance with to equality and diversity policy.
DESIRABLE CRITERIA	
Experience	Experience of charity retail.
	Experience of identifying tactical opportunities to grow income
Skills	Ability to manage contracts with external suppliers