

Ecommerce and retail marketing manager

This is an exciting opportunity to work for a thought-leading conservation charity based in Scotland. We are looking for someone with the drive and determination to develop and implement our vision for a profitable and ethically sustainable e-commerce business.

Job description

The e-Commerce and Retail Marketing Manager is responsible for managing a successful retail operation at the Trust's Wild Space visitor centre in Pitlochry, Scotland and online. Working with colleagues across the Trust and listening to customer feedback, the post holder will identify opportunities to develop a profitable merchandise range and enhance the retail offer. By inspiring and leading a small team, the post holder will deliver excellent customer service standards, and raise awareness of the Trust's mission, vision and purpose.

Key duties

You will manage and supervise a small team of staff and volunteers to ensure a smooth and efficient retail operation and excellent customer service at the Wild Space visitor centre (including shop, gallery and exhibition space), and via the online shop.

You will take commercial responsibility for the development of the Trust's e-commerce activities (including marketing, merchandise procurement, and order fulfilment) developing an established seasonal offer to a year-round online service.

In the longer term, you will explore opportunities to develop new distribution channels including, potentially, multiple retail points / visitor centres, exploit commercial opportunities to enhance John Muir Trust brand.

Specific duties

Wild Space management

- Day to day management of the Wild Space visitor centre, gallery and exhibition space.
- Manage improvements in the Wild Space visitor centre, including new interpretation ideas.
- Recruit, manage, motivate and develop a small team of staff and volunteers, to ensure high standards of visitor experience within Wild Space.
- Promote the Trust's work and find ways to increase individual giving, membership recruitment and email subscription numbers.
- Source exhibitions for the gallery space and manage all communications with artists.
- Promote Wild Space locally by supporting relevant community events.

E-commerce management

- Work with the Marketing and Communications team to develop a marketing sales plan to increase traffic to the online shop and increase customer retention and spend.
- Develop the merchandise product range in line with the Trust's ethical and sustainability standards.
- Manage fulfilment processes and maximise efficiency and profitability of the online shop.
- Establish and deliver a smart and efficient stock-control and retail sales system.
- Produce monthly financial and sales reports.

Overall management and development

- Ensure all relevant policies are kept up to date and complied with.
- Gather data to inform recommendations for future developments.
- Complete annual stock audit, annual sales and financial report.
- Ensure all Health & Safety and other relevant policies are complied with.
- Develop a merchandise product range which is compatible with the Trust's retail policy, and explore opportunities to collaborate with external partners.
- Explore opportunities to develop new retail partners and distributors.
- Engage with the planning of potential world class visitor centres on land cared for by the Trust.
- Carry out other duties commensurate with the post as required by your line manager.

Person specification

Essential

- Experience in E-commerce, including fulfilment.
- Retail management experience and/or managing a small business.
- Great interpersonal and communication skills, positive attitude, flexibility.
- Proven team management skills.
- Good organisational skills and excellent time management.
- Experience of using electronic till and data systems with associated stock management input.
- IT literate including Microsoft Word, Excel and Outlook.
- Willingness to learn.
- Interest in the goals and objectives of the John Muir Trust.

Desirable

- Experience working with an online shop/e-commerce platform such as Shopify
- Experience of managing a visitor centre, exhibition space or gallery.
- Knowledge and understanding of the John Muir Trust's charitable objectives, mission and purpose.

Other details

Salary:	£26,000 - £28,000 per annum
Line manager:	Marketing and Communications Manager
Location:	Pitlochry
Position:	Permanent
Hours:	Full-time, 5 days over a 7-day rota including regular weekends
Pension:	5% employer contribution paid into a group pension scheme

John Muir Trust standard terms and conditions of employment apply