



JOB DESCRIPTION – RETAIL AND ECOMMERCE SUPERVISOR – FIXED TERM 12 MONTH MATERNITY COVER

1. JOB TITLE Retail and Ecommerce Supervisor

Responsible to: Head of Retail

Responsible for: Team of Retail Assistants

2. MAIN PURPOSE

Responsible for monitoring employee activity, coordinating the shipping and receiving of eCommerce orders, solving problems at a day-to-day level and assisting customers. Ensuring the smooth day-to-day operation of two stores, from visual merchandising to customer satisfaction. Focus on online selling elements within the retail department, driving online sales and running retail campaigns.

This is a fixed term maternity cover role and we are keen to find the right candidate who can fit in well with the team and add value from day one.

3. RESPONSIBILITIES

3.1 Specific Responsibilities

Campaign planning and selling

- Setting up and executing seasonal campaign plans
- and Instagram. Looking at the effectiveness of content and timing of posts
- Creation and scheduling of campaign emails. Assessing the effectiveness of email content by monitoring click through and open rates
- Liaise with marketing to ensure programme retail content is in line with campaigns and/or product launches
- Work with the marketing department to ensure that campaign assets are created in a timely manner. Ensuring that professional hard copy point of sale is displayed in all campaign locations (Stadium, Park Street, Oak Road) and that digital assets are distributed to all platforms
- Work with buying assistant to identify product lines for inclusion in campaigns and reductions
- Looking at opportunities for online paid advertising and managing the effectiveness
- Researching and then instigating competitor campaigns and product offering both within football and outside of football

Online

- Manage the LTFC ecommerce page ensuring products, categories, menus are up to date
- Obtain product photography for online product listings from third party supplier
- Work with buying assistant to write keyword rich descriptions for all products

Systems

- Maintain in-house stock systems, ensuring categorisation consistency, product accuracy, images and detail
- Ensuring that the integration of external channels is seamless and actively looking for improvements to these processes.

Staff and Training

- Ensuring that all staff members adhere to the retail uniform policy and that they are always wearing their lanyards
- Running regular training days for all staff
- Making sure that the new starter manual is used with new employees
- Identifying potential staff and progress talent accordingly
- Running the retail mentorship scheme, ensuring all staff are fully trained in all aspects of the role and holding frequent 1-2-1's to monitor progress

Customer Service

- Work with Head of Retail to set customer service standards and ensure they are met by all retail staff
- Ensure that all staff are correctly till trained
- Work with staff to ensure they are maximising each customer with add on sales and up selling.

Fulfilment

- Ensure that the Click and Drop process is completed correctly by all staff and continuously look at ways to improve the process and maximise on integration
- Manage the relationship between the Club and Royal Mail

Reporting

- Process the weekly/daily/matchday/shirt sales reporting and deliver figures in time for the management meeting
- Monitor ecommerce analytics to identify trends/issues
- Report on online metrics and provide graphs and data for weekly retail meeting
- Monitor KPI's and provide a weekly overview in the retail meeting

Matchday

- Manage all elements of Stadium matchdays
- Set up and distribute hospitality sheets. Set targets and ensure a member of staff visits each hospitality to obtain orders

- Ensure all matchday staff have clear direction and well-defined tasks in order to run a successful matchday
- Set daily matchday tasks for all staff and ensure they are completed
- Actively look at ways to minimise queues
- Ensure matchday banking is completed in a timely manner
- Make sure shirt printing is offered to every customer buying replica shirts
- Work with staff to ensure they are maximising each customer with add on sales and up selling
- Work with colleagues to ensure matchday marketing is maximised.

3.2 Health & Safety

- Lead by example being diligent and observant at all times.
- Ensure safety and risks are considered at all times.

4. QUALIFICATIONS / EXPERIENCE

4.1 Essentials

- Experience as a Supervisor managing a store and a team of Retail Assistants (with key holder responsibility)
- Experience working in retail with a fashion or lifestyle orientated brand
- You have excellent written and verbal communication skills
- You are proficient in the use of MS Office and preferable had exposure to POS systems
- Understanding of eCommerce order fulfilment

4.2 Desirables

- Experience of successfully using computerised stock management systems, Photoshop, Microsoft Office and e-commerce platforms
- Ability to create and edit product photography and copy for online promotional purposes to a high standard

5. PERSON SPECIFICATION

- Flexibility when it comes to working weekends, evenings and bank holidays when necessary
- Ability to motivate people with a 'hands on' approach, creating a supportive, fun and customer focused environment
- A team player who is committed to delivering high standards of work
- Passionate about helping customers find the perfect product and tailoring your approach to each customer and platform
- Enthusiasm for the brand and its Fans
- A keen interest in delivering a seamless eCommerce experience and an understanding that every customer is equal, no matter which channel they are interacting with.

6. EQUALITY STATEMENT

The employee must at all time carry out their duties with due regard to Luton Town Football Club policies and procedures.

The employee must ensure a positive commitment towards equality and diversity by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relationships between all internal and external stakeholders.

The employee must contribute to encouraging equality and respecting diversity by embedding such values in the workplace and challenging inappropriate behaviour and processes.