



## DIGITAL COMMERCE MANAGER

**Location: Flexible remote with regular presence at our office in Horsham, West Sussex for team meetings**

**FTE Salary £32,000 – £35,000 pro rata, depending on experience**

**Level 3 Grade B**

**Part time 15 hours per week flexible**

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### About the Charity

*Born Free works tirelessly to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs. As a leading wildlife charity, we oppose the exploitation of wild animals in captivity and campaign to keep them where they belong – in the wild.*

*We promote Compassionate Conservation to enhance the survival of wildlife, especially threatened species in the wild and protect natural habitats while respecting the needs and safeguarding the welfare of individual animals. We seek to have a positive impact on animals in the wild and protect their ecosystems in perpetuity, for their own intrinsic value and for the critical roles they play within the natural world.*

*Set up initially as Zoo Check in 1984 by Bill, Virginia and their son Will Travers, Born Free has worked tirelessly for nearly 37 years to prevent captive animal suffering and phase-out zoos. Will continues to lead the organisation as Executive President, and Virginia remains active on the Board of Trustees and works closely with the team to share our vision and programmes on public forums.*

### The Opportunity

There has never been a more exciting time to join Born Free's team, as we invest more in our wild animals' programmatic work than ever before. To support that increased effort, we are recruiting for a passionate and experienced Digital Commerce Manager to generate new, and develop existing, trading income streams, utilising and enhancing our traditional online shop platform and sales opportunities that arise from our committed supporter base, but also, importantly, to capitalise on market opportunities arising from the national and international growth in digital commerce. Born Free is wholly committed to capitalising on the new wave of commercial innovation and to increase our sustainability, for the benefit of our vital work, support our Mission, and to keep wildlife in the wild.

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### The Role

The Digital Commerce Manager will be a dynamic, self-motivated entrepreneurial individual, who will have the confidence, authority, and experience to be immediately credible, internally and externally.

#### Key tasks will include:

- Establish and maintain relationships with new and existing stakeholders who are integral to the current supply chain of ethically sourced products that reflect our values, which will be for sale via Born Free's online shop;
- Cultivate partnerships with contributors to Born Free's retail and other commercial activities, including relationships with traditional and digital artists, in particular wildlife artists, who donate their works for resale or auction, via either traditional sale platforms, or digital artworks through Non-Fungible Tokens (NFT) via blockchains;

- Deliver the Born Free Trading strategy agreed by Directors (September 2021) to develop the print-on-demand and virtual gift range, moving away from the traditional merchandise stock holding, to a more sustainable and environmentally friendly shop model;
- Maintain Shopify and associated digital Apps, and all related payment and promotional platforms, liaising with the IT / SEO administrators to ensure accurate representation of products available, including oversight of our Products with Purpose range, directly serviced by Born Free's Head of Sustainable Partnerships, but hosted on the Trading web pages;
- Work collaboratively with the Head of Communications and PR and the Head of Fundraising, to ensure that income generation opportunities are fully considered as part of media and communications plans and campaigns, as well as align with, support and enhance fundraising efforts to deliver maximum impact thereby helping us achieve our financial goals;
- Work closely with all Heads of Department (Programmatic, Fundraising, Communications and Finance) to compile case-for-support and pitch documentation, as requested;
- Work closely with the Head of Fundraising and Chief Finance Officer to develop and maintain accurate systems for accessible recording and reporting against all Trading activities;
- Monitor weekly Shopify and web page analytics and deliver monthly and quarterly reports against agreed income, pipeline and reporting criteria and their delivery for reporting upwards to the Executive and Trustees;
- Keep up to date with the latest developments in traditional trading or digital commerce trends and legislation and ensure compliance with the requirements of the Charity Commission, Companies House, fundraising regulation, and data protection, including the General Data Protection Directive;
- Represent Born Free in key external commercial relationships and with third party organisations, as required.
- With the Head of Fundraising, the Head of Sustainable Partnerships and others, take collective responsibility for delivering the Born Free's fundraising objectives in accordance with the institutional strategy and the Strategic Approach (March 2021) established by the Executive Management Team and approved by the Board of Trustees;

**The successful candidate should ideally demonstrate the following attributes:**

- Minimum 3 years in a commercial role, with demonstrable experience, creativity and innovation in income-generation, digital commerce opportunities, an understanding of FinTech, Non-Fungible Tokens and Crypto currency, and a track record of achieving and preferably exceeding income and profit targets derived from new and innovative markets;
- Excellent financial/business acumen and numeracy skills, comfortable with data, budgetary control and VAT liability;
- A thorough understanding of the regulatory and taxation framework regarding the selling of UK products outside of the UK;
- The ability to critically-evaluate potential trading opportunities, giving due regard to risk exposure and full costs, including indirect and overhead costs
- Advanced knowledge in CRM systems (ideally Raisers Edge) and the ability to compile and analyse performance data to develop metrics that support decision-making;
- Excellent relationship-building skills, including the identification of new opportunities, and the ability to engage with key supporters, existing and new commercial partners and major donors;
- Experience in negotiating and developing complex service and commercial agreements which protect Born Free's brand, reputation and financial interests;

- Highly-professional with exceptional interpersonal skills, and the ability to support, motivate and inspire confidence in colleagues and a range of external stakeholders;
- A strong empathy and engagement with the work of the Foundation, and the desire to drive it forward, bringing energy and determination to help it achieve its mission;
- Decisive and straightforward; low ego and a team player; high levels of drive and energy; a sense of humour; impeccable, innovative and creative story-telling capability, and a healthy level of curiosity for external and current affairs.
- Excellent organisational and administrative skills, and strong attention to detail.
- Ability to work intuitively with a “can do”, entrepreneurial approach, as part of a small, fast-paced and dynamic team.

The candidate will report directly to the Managing Director. This role has no direct reports at this time but will have operational access to the Fundraising and Database Manager (directly managed by the Head of Fundraising) who will support Trading/Commercial functions including the wind-down of fulfilment house stock, reporting, back-orders, ethical product sourcing, product placement, attendance at events, and managing external online marketplaces.

Our excellent benefits package includes opportunities for continuous professional learning, a generous annual leave entitlement, working from home with regular team meetings (Covid permitting) to help you maintain a healthy work-life balance and wellbeing support.

At Born Free we strive to create a working environment that promotes and values diversity; where everyone feels empowered to bring their full, authentic selves to work in a creative and safe space. We are committed to equal opportunities and to building a more inclusive team that reflects the communities we serve. There is more work to be done and we endeavour to continuously make progress, hold ourselves accountable and grow, both as a business and as individuals.

Applications with a covering letter and CV should be sent to [aurelia@bornfree.org.uk](mailto:aurelia@bornfree.org.uk) by 5pm Wednesday 20<sup>th</sup> October. **Important: Please include DIGCOMM/21 in the subject of your email.**

Early response is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert at any time. Born Free politely requests no contact from recruitment agencies or media sales. We do not accept speculative CVs from recruitment agencies nor accept the fees associated with them.

If you do not receive an invitation for an interview by Friday 22<sup>nd</sup> October, then you have unfortunately not been shortlisted. The first round of interviews are scheduled to take place Thursday 28<sup>th</sup> October. The interviews are likely to take place on Zoom.

Thank you for your interest.