

Job Description

JOB TITLE:	Live Streaming & Online Sales Assistant
REPORTS TO:	eBay Manager
DEPARTMENT:	Retail online sales
SALARY	£12.71 p/h
WORKING HOURS & FLEXIBILITY:	7.5 p / week

Job Purpose

The Live Streaming & Online Sales Assistant is responsible for supporting the growth of St Luke's Hospice's online retail income through engaging live-stream sales and high-quality eCommerce operations.

The role combines confident on-screen presentation with strong commercial awareness to maximise the value of donated goods, enhance customer engagement, and contribute to the continued development of digital retail channels.

The postholder will play an important role in expanding audience reach, increasing online sales performance, and ensuring the hospice is represented professionally and engagingly across all digital platforms.

Live Streaming, Sales & Product Strategy

- Host engaging and interactive live-stream sales across platforms including eBay Live, Whatnot, and any future channels adopted
- Present and sell a wide range of donated goods confidently, adapting style to suit audience, platform, and product type
- Engage with viewers in real time, building rapport and encouraging participation and sales
- Select appropriate items for live-stream events based on demand, value, and audience appeal
- Assess whether items are best suited to live-stream auctions or traditional online listings
- Research product value, trends, and resale demand to maximise income generation
- Maintain awareness of key brands, categories, and emerging resale trends

- Contribute ideas to enhance audience engagement and grow digital sales performance

eCommerce & Platform Management

- Support the day-to-day running of the hospice's eCommerce platforms, including eBay and other resale channels
- Create accurate and high-quality product listings with clear descriptions and effective pricing
- Ensure listings are optimised for visibility using appropriate titles and keywords
- Photograph items to a consistent and professional standard
- Ensure all listings comply with platform policies, standards, and best practice
- Support the ongoing development of additional platforms such as Whatnot, Vinted, and future channels

Stock Management & Fulfilment

- Select donated items from warehouse stock for online sale
- Maintain organised stock storage and inventory systems
- Pick, pack, and dispatch sold items accurately and within required timeframes
- Ensure appropriate handling of goods to maintain quality and maximise value

Collaboration Across the Organisation

- Work closely with the eBay Manager and wider retail team to support online sales activity
- Collaborate with shop teams and warehouse staff to identify suitable stock for online sale
- Support organisational initiatives where digital retail contributes to wider income generation
- Represent St Luke's Hospice in a professional, friendly, and authentic manner at all times

Person Specification

Category	Essential Criteria	Desirable Criteria
Knowledge	Good understanding of online selling platforms, particularly eBay. Awareness of resale markets, product value, and customer demand.	Knowledge of additional platforms such as Whatnot or Vinted. Awareness of trends in digital retail and live commerce.
Experience	Experience in online selling, live streaming, or digital content presentation. Experience in retail, resale, or charity shop environments. Experience creating product listings and handling stock.	Experience in online selling, live streaming, or digital content presentation. Experience in retail, resale, or charity shop environments. Experience creating product listings and handling stock.
Skills	Confident and engaging communicator, particularly in front of a camera. Strong	Photography or content creation skills. Ability to adapt communication

	presentation and interpersonal skills. Good organisational and time management skills. Ability to work independently and use initiative. Ability to research products and pricing effectively.	style to different audiences and platforms.
Qualifications	Demonstrable relevant experience in retail, eCommerce, or digital sales.	Relevant qualification in retail, marketing, or digital media.
Personal Attributes	Enthusiastic and confident approach to presenting and selling. Strong attention to detail and commitment to quality. Ability to work collaboratively within a team. Professional and reliable approach. Alignment with the values and purpose of St Luke's Hospice.	Interest in fashion, electronics, or collectibles. Passion for digital retail innovation.

About us

St Luke's Hospice cares for people approaching the end of their life in Harrow and Brent. We aim to give the people we care for the best possible quality of life, every day. Supporting local people and their families is at the heart of what we do – focusing on what matters the most to them is at the centre of our care.

To find out more about us visit: <https://www.stlukes-hospice.org/about-us/>

Equal opportunities

Comply with and promote St. Luke's Hospice Equal Opportunity Policy and avoid any behaviour which discriminates against colleagues, potential employees, patients/clients or their families on the grounds of sex, marital status, race, age, belief, colour, nationality, ethnic or national origins, religion, disability, creed, class, gender or sexual orientation.

Mission and core values

All Hospice staff are expected to work in line with St Luke's Mission & Core Values as these precepts act as a value base which directly influences how all work activities are undertaken. The ethos of the Hospice should be apparent in the behaviours and attitudes of all employees as the work they undertake, whether it is direct or indirect care is ultimately for the benefit of patients. The Mission and Core Values are an integral part of all job descriptions, the probationary period and performance and development reviews.

Other

St Luke's Hospice is committed to Equal Opportunities for all present and potential members of staff and patients. Therefore, St Luke's Hospice expects all employees and volunteers to understand, support, and apply this policy through their working practices, which requires all individuals to be treated with respect, dignity, courtesy, fairness and consideration.

This job specification may be modified in the light of development and changing circumstances, according to the needs of the service, and in consultation with the post holder. The post holder should be prepared to undertake any further duties that arise as the post develops. All members of nursing staff may at times be required to work in other parts

of the Hospice, commensurate with the roles and responsibilities laid out in this job description.