Retail





Job Roles (can include)

Area Manager

- Store Manager
- Departmental Manager (large stores)
- Senior On-line Customer Manager
- Senior Digital Manager
- Commercial Manager

Skills (can include)

- Consider the impact of different business models and propositions
- Implement the link between product quality and customer satisfaction
- Consistently apply the retail brand ethos and values
- Anticipate future requirements for new products



Understand key economic and political drivers

Knowledge and Behaviours (can include)

- Understand strategic marketing plans
- How to analyse, interpret and use data
- How to deliver productivity for retail through different models

Level 4

Level 4+

Management

Senior

Junior to Middle Management





- Sales Manager
- Assistant Manager
- Duty Manager
- Visual Merchandising
- Manager
- Stockroom Manager
- Store Buyers



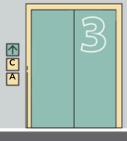
- · Lead team to achieve and exceed business objectives
- Manage overall performance of team to meet financial
- Provide clear direction and leadership to team
- Analyse and interpret product / service sales information



- Understand how to communicate and cascade information effectively at all levels
- Understand key features of merchandising



Experienced to Supervisory



Team leader / supervisor role in retail organisations

- department stores
- garden centres
- high street chains
- supermarkets
- online and mail order businesses.



- Monitor customer enquiries and service requirements
- Support the achievement of financial targets
- Oversee the appropriate use of technology
- · Lead the team on daily basis

- Understand the purpose of the business
- Understand how to organise the team
- · Understand the business brand
- Understand the principles of stock contro



Level 2

Entry level employment to intermediate





Assist customers buy products or services from retail organisations

- department stores
- garden centres
- high street chains
- supermarkets
- online and mail order businesses

- Interact with customers
- Deliver sales service meeting customer needs
- Use effective communication methods
- Maintain stock levels
- Use appropriate technology



- Know customer profile
- Understand principles of financial performance
- Understand marketing principles
- Understand sales opportunities