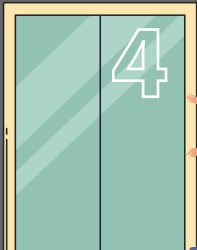
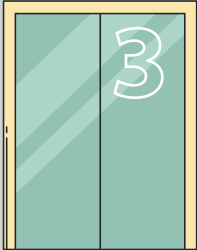


Retail

Elevate your career through college/ITP* , university , or an apprenticeship 

	Job Roles (can include)	Skills (can include)	Knowledge and Behaviours (can include)
Level 4+ Senior Management  	• Area Manager • Store Manager • Departmental Manager (large stores) • Senior On-line Customer Manager • Senior Digital Manager • Commercial Manager	• 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 • Understand strategic marketing plans • How to analyse, interpret and use data • How to deliver productivity for retail through different models
Level 4 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 targets • Provide clear direction and leadership to team • Analyse and interpret product / service sales information 	• Understand key drivers of customer journeys • Know the key factors influencing a marketing plan • Understand how to communicate and cascade information effectively at all levels • Understand key features of merchandising
Level 3 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 control 
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