

JOB PROFILE: RETAIL MANAGER

THE WORK

Retail managers are responsible for running retail outlets ranging from large supermarkets to small independent stores. Some managers will run a department or section, while others are responsible for the overall business success of a store.

As a retail manager, some of your duties would depend on the type of store and whether it is independent or part of a chain. Your work could involve:

- managing and motivating staff
- making the sure that your store or department meets sales targets
- looking for ways to increase sales and improve efficiency
- managing stock levels
- analysing sales figures and forecasting future sales
- dealing with takings
- recruiting and training new staff
- being aware of competitors, market trends and customer expectations
- ensuring standards for quality, customer service and health and safety are met
- handling any customer complaints or queries
- organising special promotions, displays and events.

You might also need to serve customers when required.

HOURS AND ENVIRONMENT

In a full-time job you would normally work between 35 and 40 hours a week. Your

hours are likely to include weekends and may include evenings, depending on your store's opening hours.

You would have an office base in the store, but you would spend much of your time on the shop floor.

SKILLS AND INTEREST

You should:

- be a good team leader with lots of self-motivation
- be able to communicate clearly with a variety of people at all levels
- be committed to the needs of the customer
- have strong decision making skills
- be willing to take on responsibility
- have the ability to understand relevant laws
- be comfortable with the use of information technology.

ENTRY

To become a retail manager you do not usually need specific qualifications, although you will need to be competent in maths and IT. It is most common to be promoted to supervisor or manager in-house after you have gained experience as a sales assistant. You may also be at an advantage if you have management experience from other industries.

You may be able to get into the retail industry through an Apprenticeship scheme. The range of Apprenticeships available in your area will depend on the local jobs market and the types of skills employers need from their workers. For more information on Apprenticeships, visit www.apprenticeships.org.uk.

You could also join a large retail chain directly as a trainee manager, through a management training scheme. Most companies will ask you to be qualified to at least A level standard to join a management training scheme.

When you are looking for work, you may find it useful to have a foundation degree, BTEC HNC or degree in retail management, business or a marketing-related subject. You can take a retail degree as a 'sandwich course', which includes a year's work placement to give you hands-on experience. See Foundation Degree Forward and Universities and Colleges Admissions Service for more information and to find courses.

TRAINING

Once you are working as a retail manager, you may be offered some in-house training if you work for a retail chain. You will also be expected to develop your management skills on the job.

Your training may include the chance to gain work-based qualifications such as NVQ Level 2 in Retail Skills, Level 3 in Retail and Level 4 in Sales.

Structured graduate management training schemes usually last around 18 months to two years. Larger organisations will offer a programme of ongoing training throughout your retail career.

OPPORTUNITIES

The retail sector employs around three million people, or 11% of the UK's workforce.

Jobs may be advertised in the local and national press, Jobcentre Plus, on employers' own websites, in-store and on specialist recruitment websites.

With experience, you could progress to area or regional manager if you work for a retail chain.

You may find the following links useful for job vacancies and further reading:

<http://www.drapersonline.com>
<http://www.inretail.co.uk>
<http://www.jobsinretail.co.uk>
<http://www.retailcareers.co.uk>
<http://www.retailmoves.com>
<http://www.retail-week.com>
<http://www.brc.org.uk>

We do not accept responsibility for the content of external sites.

ANNUAL INCOME

- Starting salaries are usually between £14,000 and £20,000 a year.
- With experience this can rise to between £21,000 and £28,000 a year.
- Some senior store managers earn £40,000 a year or more.

You may also earn extra bonuses and commission for meeting sales targets.

Figures are intended as a guideline only.

FURTHER INFORMATION

Skillsmart Retail

Fourth Floor
93 Newman Street
London
W1T 3EZ
Tel: 0800 093 5001
<http://www.skillsmartretail.com>