

## Retail Manager

A retail manager is responsible for running a retail store, or a department within a big store, and for making maximum sales profits.

### The Work

You could be:

- meeting sales targets
- analysing sales figures and forecasting future sales
- managing budgets and controlling how money is spent
- keeping up to date with market trends and competitors
- ordering new stock and planning how to display and promote special offers
- responsible for work rotas and managing staff; supervising, motivating and disciplining
- interviewing, recruiting and training new staff
- dealing with problems such as customers' complaints
- making sure that all health and safety, security and legal procedures are carried out.

### Pay

The figures below are only a guide. Actual pay rates may vary, depending on:

- where you work
- the size of the company or organisation you work for
- the demand for the job.

Salaries for retail managers can start around £19,000, rising to £30,000 a year with experience. In many posts, retail managers can earn bonuses over and above the basic salary, with some senior or regional managers earning £40,000 a year or more.

### Conditions

- You will work in an office and on the shop floor.
- You spend a lot of time on the sales floor, supervising staff.
- You work long hours, including evenings and weekends. Some supermarkets open 24 hours a day.
- It can be an active job and you might have to help lift heavy things.
- Some companies might want you to work in other areas of the country.
- You will wear a uniform or smart clothes.

### Getting In

- Apply directly to companies for entry to trainee manager schemes. Most large retailers offer these.
- You usually need a HNC (SCQF Level 7), HND (SCQF Level 8) or degree (SCQF Level 9-10) in any subject. You might have a better chance with a qualification in business or retail management.

- To get on to a degree course, you need 4-5 Highers.
- Part time shop work can give you useful experience.
- If you work as a retail assistant and study part time for SVQs at SCQF Levels 5 or 6 or for an HNC, you might gain promotion into management.

## What Does It Take

You need:

- leadership skills and the ability to motivate others
- confidence and assertiveness
- the ability to make decisions
- the ability to plan, prioritise and delegate work
- business, financial and IT skills
- excellent communication and people skills
- the ability to work well under pressure
- to be good at problem solving and dealing with difficult situations.

## Training

- Training will probably be on the job, along with short specialist courses.
- You might work first as a sales assistant. You will then move to different branches or departments as a depute manager or a junior manager.

## Getting On

- If you manage a small store, you will have more freedom to make your own decisions.
- If you work for a chain store, you will work within guidelines from head office. However, you can work your way up the promotion ladder.
- You could be promoted to Department Manager, running a particular department within a big store, or become Branch Manager, running the whole store which is part of a chain of stores.
- With further experience you could become a Regional Manager, running a group of stores.
- Alternatively you could specialise in either personnel, marketing, merchandising or purchasing.
- You might have to study part time for SVQ qualifications at SCQF Level 9.
- You might have to move to a different part of the country with each new post.

## Contacts

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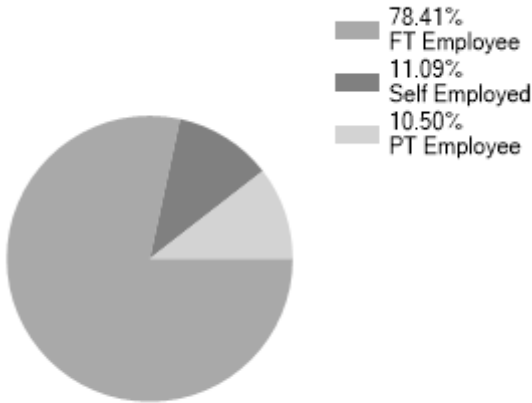
Website (2): [www.rethinkretail.org.uk](http://www.rethinkretail.org.uk)

Twitter: [@the\\_brc](https://twitter.com/the_brc)

Facebook: [www.facebook.com/thebrc](https://www.facebook.com/thebrc)

Statistics

Employment Status UK %

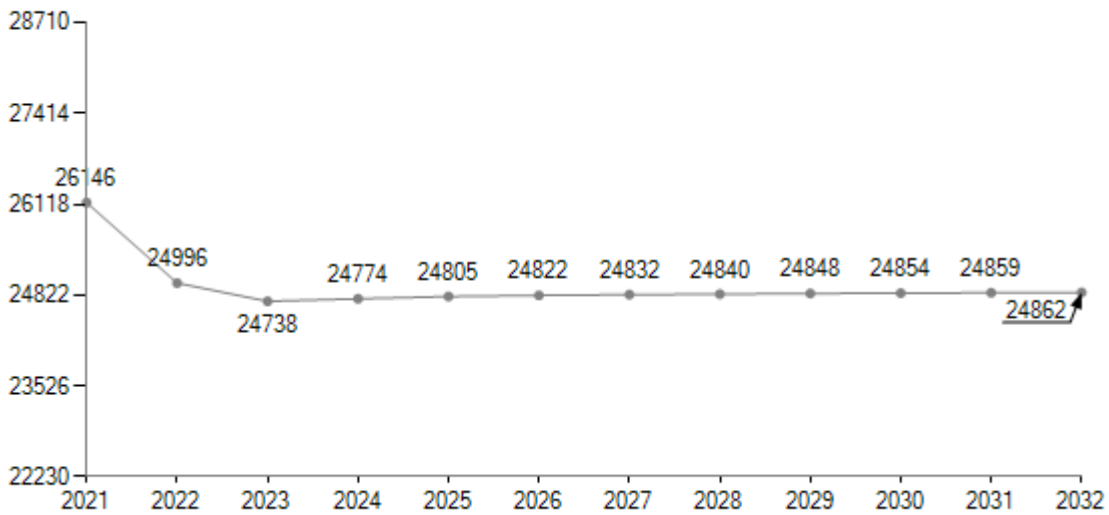


Past Unemployment - Scotland

No Claimant statistics available for Scotland.

LMI data powered by [LMI for All](#)

Predicted Employment in Scotland



LMI data powered by [Lightcast](#)