



## Retail Career Feature

### Great Jobs in Retail

Retailer jobs involve working in stores or sales departments, and the aim of a sales agent is to encourage consumers to buy products without being too pushy. There is a wide range of [retail jobs](#) that are available, and they include [retail sales jobs](#), [retail marketing jobs](#), and [retail management jobs](#). It is fairly common for people to enter the sector as a sales agent and then to quickly climb up the ladder to [retail manager jobs](#).

The retail sector is a very fast moving sector, and can certainly be very demanding. Jobs in the retail sector very often involve a high degree of pressure. The working hours can very often be long and unpleasant. What's more, some retail jobs require a strict dress code, although this varies depending on what sector you are working in.

#### Retail Management Jobs

A retail manager job involves the manager being in charge of the everyday running of the store and ensuring that it is run in accordance to any rules and regulations that are set. As well as being in charge, the manager is responsible for the sales performance of the shops. He or she has to try to maximize the sales from the store and try to keep the running costs to a minimum without damaging the quality, so that he or she in turn maximizes the profit that the store brings in.

The retail manager is responsible for controlling and motivating his team to ensure they work to the best of their ability, keeping a check on stock levels to ensure a good stock control record is kept, checking over sales figures and forecasting up and coming sales in order to maximize the profits from the store, and keeping a check on any trends. They are also responsible for a lot of other activities, but their main aim is for them to do everything that they can to maximize the profit of the store.

There are a lot of [retail management jobs](#) available, and a lot of them are advertised on the Internet.

#### Retail Marketing Jobs

The [retail marketing jobs](#) are involved in all the aspects of marketing. Marketing includes the planning, advertising, promotion, development of the product, distribution of the product, the product sponsorship and the research of the product. The retail marketing role can be very demanding at times although it can also be very exciting and rewarding. The

actual role of the retail marketer will vary depending on the size of the company and the sector that you are working in, and also whether the role is to sell a product or create product awareness.

There are a lot of opportunities for retail marketing jobs because there are a wide variety of people who are employing retail market specialists, both within the private and the public sector.

A retail marketer's job is usually varied, and every day can see a new challenge. Their job may involve building business relationships with consumers and suppliers, making the most of any advertising opportunities, establishing and maintaining media contacts, preparing for press releases and photo shoots, organizing marketing material, planning and attending exhibitions and conferences, and conducting market research and then drawing educated reports on the result of the research. These are only some of the jobs, and there are a lot more jobs that may be involved in the job of market researcher.

#### Qualifications and Pay

The working hours of a retail manager can very often be unsocial, particularly during the busy retail times such as Christmas and Easter. The overtime is usually not paid, as most retail managers are working on a salary pay structure. The retail manager's job may involve working a lot of late nights, bank holidays and weekends, although this is frequent holidays and fair holiday entitlement.

Most retail managers are paid anywhere between \$34,000 and \$40,000 as a starting salary. After between ten and fifteen years, the salaries can rise to between \$59,000 and \$138,000. It is possible for most retail managers to work toward bonuses, so the salary can actually increase dramatically if you put in the effort. It is common for electrical and telecommunications sectors to pay a lower salary but a



## Retail Career Feature

higher level of commission, which can dramatically increase the amount that you are paid.

Most companies offer a vast range of other benefits such as performance related pay, insurance, company car, travel expenses and a range of staff discounts.

The retail manager spends a lot of time on the shop floor; however they also spend a lot of time in the office doing the paperwork for the store. The job of retail manager does not usually involve spending time away from home.

Employers usually look for retail managers who have a degree in retail management, accounting, business studies or marketing. Some retail managers may require a more specialist degree such as retail managers within busy catering establishments. Some employers will take on retail managers who do not have formal qualifications as long as

they possess the main personal skills which are good people skills, enthusiasm and drive, excellent communication skills, the ability to multi-task, the skills to manage a team and the ability to work under pressure.

The marketing manager can make anywhere between \$35,000 and \$51,000 as a basic starting salary. The salary can rise to between \$59,000 and \$90,000 after you have between ten and fifteen years of experience. The salaries for marketing managers are usually higher within the professional services sector, including the financial and business sector. A lot of companies offer additional benefits such as medical insurance, company car and bonus schemes. The working hours for a marketing manager are generally office hours; however some weekend and evening work may be necessary at busy times. The overtime is not usually paid but a lot of employers give extra time off if you work overtime. It is possible to get short-term contracts for work within the retail marketing sector.

EmploymentCrossing is the largest collection of active jobs in the world.

We continuously monitor the hiring needs of more than 250,000 employers, including virtually every corporation and organization in the United States. We do not charge employers to post their jobs and we aggressively contact and investigate thousands of employers each day to learn of new positions. No one works harder than EmploymentCrossing.

Let EmploymentCrossing go to work for you.