

Workskills Fact Sheet Number 12

EMPLOYMENT IN THE RETAIL SECTOR

Working in retail can be a rewarding and stimulating career path for someone who likes engaging with people and likes solving problems. It offers a variety of challenging options over an immense range of business types.

VARIETY

When you begin to think of all the career streams on tap the choice can almost be confusing.

Stock buying, e-Commerce, visual merchandising and customer sales are just a few, and it's an industry where you can truly work your way from the bottom to the very top. Many top business people began their careers right on the shop floor.

Retail is all around us. It continues to grow and prosper as consumer demand keeps rising. Online sales are booming, and that's retail as well don't forget, as many businesses expand beyond just the usual street fronts, malls and shopping centres.

FLEXIBILITY

Another great advantage of a career in retail is the flexibility it offers. For many they are able to negotiate shifts, hours and days worked to fit in with family, sporting or social commitments. Being gainfully employed and earning a reasonably steady income is a bonus for those needing to fit their lives around other necessities.

And don't forget you can pursue a career in an industry that mixes well with you and your personality. It could be a surf shop, hardware store, fashion or electronics. Skills you learn in most areas of the retail spectrum can often transfer into another environment that perhaps matches your needs more closely. And it's worth remembering most will offer quite worthwhile staff discounts on many items too!



WHERE WILL I START?

Most business will expect that their employees would have gained qualifications to at least year 10 and/or Certificate I or II.

Examples of positions available at this level could include;

- Sales Assistant
- Store Person
- Re-filler
- Sales Representative
- Warehouse Worker
- Night-fill Replenishment etc.

If you've gained a skill level equivalent to a Certificate III or IV you may be considered for Supervisory role.

Examples of possible positions available could include;

- Buyer/ Assistant Buyer/ Trainee Buyer
- OH&S Supervisor
- Staff Supervisor
- Roster Manager
- Training Manager
- Display Designer/ Merchandiser
- Assistant Sales Manager
- Team Leader
- Floor Manager
- Distribution/ Despatch Coordinator

HOW DO I KNOW I HAVE WHAT IT TAKES?

Here's a list of essential characteristics you'll need to possess if you want to pursue a successful retail career. For some these can be a natural fit, for others they may be something they just need to work on;

- Willingness to work as part of a team
- Well-presented and personable
- Ability to work under pressure
- Good communication skills
- Willingness to work and learn
- Flexibility to deal with unexpected situations
- Appreciation of the importance of discretion and confidentiality
- Helpful and courteous manner
- Positive personality

(More info overleaf)

CERTIFICATION – WHAT’S AVAILABLE?

Certificate II in Retail Services (SIR20207):

- Sales Assistant – General
- Sales Assistant - Bakery
- Sales Assistant - Seafood
- Sales Assistant - Cosmetics
- Sales Assistant - Delicatessen
- Checkout Operator - Department Store
- Checkout Operator - Supermarket
- Crew Member - Fast Food Outlet
- Customer Service Officer - Post Office

Certificate III in Retail Services (SIR30207):

- Sales Assistant - Clothing
- Sales Assistant - Home Products
- Sales Assistant - Specialist Food & Liquor
- Team Leader
- Checkout Supervisor
- Sales Administration
- Sales Assistant - Books & Newsagency
- Shift Manager - Supermarket / Department Store
- Shift Manager - Fast Food Outlet
- Crew Leader - Fast Food Outlet

Certificate IV in Retail Management (SIR40207):

- Sales Manager
- Franchise Sales Manager

From the lists above you’ll see there are plenty of options for all kinds of careers. Perhaps there’s one or more that may be exactly what you’re after.

Be sure to ask us to assist you if you need any further information.

