

Retail is the UK's largest private sector employer and there's a wide range of jobs involved in selling goods to the public. You'll come into contact with customers in many of the roles but you could also work in areas such as buying, online retail, merchandising, IT support, marketing or distribution and logistics.

Almost **1 in ten** of working people work in retail.

Nearly three quarters of young people buy from social platforms

Source: Gov.UK/GBSLEP

Employs **241,500** people across the West Midlands– up by **15,000** from the year before

60,000 retail managers needed in the UK by 2022.

Future trends

Technology is changing work in the retail sector. We can expect to see more opportunities for:

e-commerce merchandiser | customer relationship manager | web designer | digital marketer | user experience designer | app developer | customer data manager | cyber security expert | blogger/vlogger | social media manager | software developer | web analytics expert | SEO (search engine optimisation) manager

These types of jobs tend to be linked to the head offices of major retailers along with other essential roles such as HR, IT and finance.

The growing number of self-service tills in shops such as supermarkets means fewer check-out assistants, but store and deputy store managers are in demand.

Which skills and qualities are employers looking for?

Some employers report that they struggle to find candidates with the right people or personal skills. In retail, employers are particularly looking for:

Communication

Customer service

Business knowledge

Analytical skills

Advanced ICT and digital skills

Creativity

Design

Problem solving

Leadership

Team working

Initiative

What could you earn?



These are the average salaries you might expect to earn in retail*. Salaries are likely to be lower for new starters and higher for experienced workers.

Check-out operator £15,350

Sales assistant £16,650

Window dresser £22,400

Marketing officer £27,500

Retail manager £27,600

Clothing designer £29,700

Web designer £30,300

Business analyst £42,900

Chief executive £86,900

*Annual Survey of Hours and Earnings 2017 average full-time (median) salary rounded to the nearest £50.

The local picture

How many people are employed in retail in our area ?

Birmingham – 44,500

Bromsgrove, Redditch and Wyre Forest – 11,000

Solihull – 11,000

Southern Staffordshire – 19,000

Although the number of people working in retail is highest in Birmingham, the proportion of people working in retail is biggest in Tamworth at 15.2%, then Wyre Forest, Redditch and Cannock Chase; in Bromsgrove, at 5.3%, it's below the West Midlands average (9.6%).

Large and valued companies in the area include:

Asos (tech hub) | JohnLewis | Selfridges | Next | Aldi | Debenhams | Boots | Tamworth Co-operative Society | Asda | Marks & Spencer | House of Fraser | Kingfisher | Wilko | Dixons Carphone | Signet Group | Tesco | Resorts World | Advanced Retail | Sainsbury's

Getting in



Many of the big names in food retail, high street and online shopping have graduate schemes offering a wide variety of roles - some include overseas travel and company perks.

Look out for apprenticeships programmes too or search for an apprenticeship which will help you get your foot on the ladder.

Once you've secured a position with a retailer, even if you don't have the relevant qualifications, it's possible to move quite quickly up the career ladder. Companies are often looking for people to fill management positions if they can prove they have what it takes.

Some people find they have strong entrepreneurial skills and want to use them in a career. With retail you could set up an online store or pop-up shop, or even do the festival circuit if a bricks and mortar business isn't for you.

Types of apprenticeships include:



retail management, customer support adviser, barista, retail store manager, visual merchandiser, payroll administrator, social media assistant, assistant accountant, IT support technician, ecommerce and design, team leader, HR, IT infrastructure technician, senior sales assistant, digital marketing, style adviser

Finding out more



www.prospects.ac.uk/jobs-and-work-experience/job-sectors/retail

www.careersbox.co.uk

www.fashionretailacademy.ac.uk