



Retail Manager

Level 4

Apprenticeship Standard

Retail Managers are responsible for delivering sales targets and a positive experience to customers that will encourage repeat custom and loyalty to the brand / business.

It is a diverse role that includes leading and developing a team to achieve business objectives and work with a wide range of people, requiring excellent communication skills. Maximising income and minimising wastage are essential to the job and therefore individuals must develop a sound understanding of business and people management principles to support the achievement of the vision and objectives of the business.

Retail Managers champion the way for personal development, training and continuous improvement, encouraging their team to develop their own skills and abilities to enhance business performance and productivity.



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Example Job roles:

Retail Manager, Store Manager/Assistant Store Manager, Product Manager, Departmental Manager, Operational Manager

Eligibility / Entry requirements:

- Aged 16+ years
- Employed in a relevant retail management role
- Willing to work towards Functional Skills Level 2 Maths and English (if required)

Price:

£6,000 (inclusive of End Point Assessment)

Progression route:

The Retail Manager role may be a gateway to further career opportunities, such as Retail Store Manager, Senior Retail Manager or Area Manager.



Key facts:	
Typical Duration	15-18 months
Study mode/frequency	Regular attendance on bespoke Virtual Learning Environment and face-to-face meetings planned in with a dedicated tutor
Apprenticeship standard	Upon completion the apprentice will receive: <ul style="list-style-type: none"> • Retailer Team Leader Level 4 qualification
Knowledge and Skills	<ul style="list-style-type: none"> • Knowing your customers • Know the vision, brand and objectives of the business • Effective leadership • Financial management and performance • Marketing and brand reputation • Effective team communication • Planning products and services • Managing sales and promotion • Managing merchandising and stock control • Driving effective use of technology • Legal and governance • Orchestrating effective team performance • Developing self and others • Diversity – understanding and implementation
Functional skills	Required to work towards Level 2 in Maths and English, unless exempt with recognised prior learning.
Assessment	End point assessment which may include: test of knowledge; competency based interview; assessment of evidence; presentation & questioning and a professional discussion

Call **01949 20976** or email engagement@srededucation.co.uk for further information.