

**Elevate Me Slough**



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**Employment in Slough 2015**

**Retail**

### About the sector

Providing jobs for three million people, the retail sector is the UK's largest private employer. Job opportunities in the retail sector can be found in areas such as buying, customer service, loss prevention and security, merchandising and allocation, store management and visual merchandising.

In an increasingly competitive market companies have to compete to provide better customer service, including online and multichannel retailing. Although the sector is dominated by relatively low skilled, low paid jobs, this is creating demand for higher skilled managers to improve supply chain management, and technical skills to produce apps for smart phones, for example.

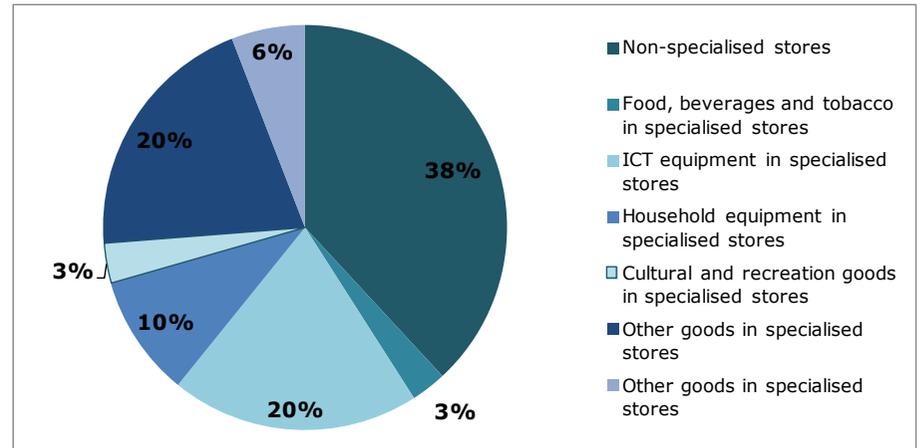
### Employment

Employment levels in the retail sector are rising (nationally and locally).

In 2015, there were around 6,600 employee jobs in the retail sector in Slough, with the majority in non-specialised stores (such as supermarkets) and in specialist sellers of ICT equipment.

Between 2015 and 2020 forecasts suggest that employment in the retail sector will increase by approximately 9% equating to the creation of approximately 600 additional jobs.

### Retail Jobs in Slough



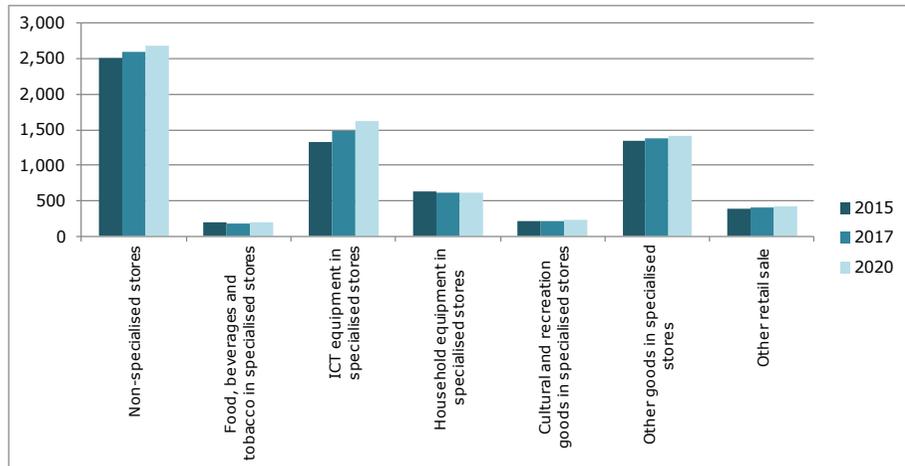
### Major Local Employers

Key local retail companies include:

- Bishop Sports & Leisure Ltd
- Furniture Village
- J Sainsbury PLC
- Tesco PLC



**Future Employment Growth**



The majority of new jobs predicted to be created in the retail sector in Slough over the next five years are likely to be in specialist sellers of ICT equipment and in non-specialised stores (such as supermarkets).

**Future Occupational Growth**

In addition to an increase in the overall number of jobs in the retail sector, there will also be vacancies created by people retiring and leaving the labour force. A total of around 1,800 vacancies are forecast in occupations that are commonly found in the retail sector as a result of retirements, and the table below provides details for a selection of these occupations.

Occupation	Qual Level	Jobs 2015 (& % growth 2015-2020)	Vacancies created through retirements 2015 - 2020
Sales and retail assistants	2	3,060 (7%)	780
Managers and directors in retail and wholesale	2	1,120 (6%)	300
Sales supervisors	2	550 (5%)	130
Retail cashiers and check-out operators	2	560 (4%)	120
Stock control clerks and assistants	2	370 (1%)	80
Telephone salespersons	2	230 (9%)	60
Shelf fillers	1	250 (5%)	60
Pharmacy and other dispensing assistants	2	140 (14%)	50
Sales representatives	2	220 (3%)	50
Pharmacists	6	110 (12%)	40
Shopkeepers and proprietors – wholesale and retail	3	100 (4%)	30
Merchandisers and window dressers	2	120 (8%)	30
Pharmaceutical technicians	3	70 (10%)	20
Bakers and flour confectioners	2	120 (2%)	20

'Qual level' is an indication of the typical level of qualification required to work in each occupation. Please refer to the [National Careers Services](#) website for a full explanation of each qualification level.

## Occupations / Jobs Advertised

Between January and September 2015 there have been approximately 900 jobs advertised online in Slough in occupations commonly found in the retail sector.

Occupation	Qual Level	Job Postings*
<a href="#">Sales representatives</a>	2	280
<a href="#">Managers / directors in retail / wholesale</a>	2	220
<a href="#">Sales and retail assistants</a>	2	200
<a href="#">Stock control clerks and assistants</a>	2	50
<a href="#">Sales Supervisors</a>	2	50
<a href="#">Telephone salespersons</a>	2	40
<a href="#">Pharmacists</a>	6	20
<a href="#">Retail cashiers and check-out operators</a>	2	20
<a href="#">Shopkeepers and proprietors in wholesale and retail</a>	3	10
<a href="#">Pharmacy and other dispensing assistants</a>	2	10
<a href="#">Merchandisers and window dressers</a>	2	10

\* For vacancies posted online from 1st January to 1st September 2015. Please click on links for further information about these occupations from the National Careers Service website.

The high numbers of vacancies being advertised suggests that there is strong demand locally for sales reps, sales assistants and retail managers.

The data also suggests that most of the current vacancies being advertised online are for lower level retail jobs requiring qualifications at level 2.

## Advertised Salaries

Based on information from local job advertisements posted online, the table below shows average full-time salaries for those occupations related to retail that have been most frequently advertised online. Since the start of 2015, the majority of retail-related jobs advertised offered annual salaries between £25,000 and £30,000.

Occupation	Average Salary Advertised
Sales representatives (7129)	£30,500
Managers/directors in retail/wholesale (1190)	£30,900
Sales and retail assistants (7111)	£25,000
Stock control clerks and assistants (4133)	£24,300
Sales Supervisors (7130)	£35,300
Telephone salespersons (7113)	£24,800



## **Sector related courses**

Further Education Colleges and Universities in the Slough area offer a range of post-16 courses related to retail occupations. Below is a small selection of examples:

[Level 1 Award in Customer Service](#)  
[NCFE Level 2 Certificate in Customer Service](#)  
[Window Display & Interior Design BTEC Extended Diploma Level 3 Business & Management Pathway A Level](#)  
[CIM Level 4 Award in Digital Marketing](#)  
[Advanced Diploma Procurement and Supply \(CIPS Level 5\)](#)  
[BSc Consumer Behaviour and Marketing](#)  
[Business Computing \(eBusiness\) BSc](#)  
[MSc Food Economics and Marketing](#)

For further information on courses being offered in the area please use the following links:

### **Colleges**

[East Berkshire College](#)  
[Brooklands College](#)  
[Uxbridge College](#)  
[Bracknell and Wokingham College](#)

### **Universities**

[University of Reading](#)  
[Brunel University](#)  
[University of West London](#)

## **Apprenticeships**

There are also a wide range of **Apprenticeships** relating to this sector, which offer the opportunity to combine paid work with on the job learning towards formal qualifications. Below are some examples of relevant Apprenticeship frameworks that are available to study through local providers:

[Intermediate Apprenticeship in Customer Service](#)  
[Retail - Visual Merchandising Apprenticeship Advanced](#)  
[Sales & Marketing Apprenticeship Advanced](#)



## **Skills in Demand**

Data from recently advertised jobs in retail-related occupations suggests that the following skills are sought by employers in this sector. This list provides examples of the sorts of skills required to work in the sector in some of the most commonly advertised vacancies, but is no means exhaustive.

- Sales
- Telesales
- Store Management
- Product Sale and Delivery
- Business Development
- Business Management
- Sales Management
- Lead Generation
- Merchandising
- Operations Management
- Sales Support
- Inspection
- Direct Sales
- Retail Sales
- Telemarketing
- Account Management
- Description And Demonstration Of Products
- Stock Control
- Visual Merchandising
- E-commerce
- Cold Calling
- Customer relationship management (CRM)
- Oracle
- Contract Negotiation
- Territory Management

- Account Strategy
- Procurement
- Marketing

## **Employability Skills**

Employers are increasingly looking for skills that go beyond qualifications and experience when recruiting new employees. While education may enhance your eligibility for a job, today's workplaces require a varied mix of employability skills. These skills can be applied in any job in any sector, and include:

- Communication
- Self-management
- Thinking and solving problems
- Working together
- Understanding the business
- Using numbers effectively
- Using language effectively
- Using IT effectively

### **Data Sources**

1. Employment figures and forecasts have been produced using the EMSI Analyst tool which used Office for National Statistics data from the Annual Population Survey 2014 and the Business Register and Employment Survey 2013.
2. Real time vacancy data is sourced from Labour Insight (Burning Glass Technologies), and is based on vacancies posted online between 1st January and 1st September 2015.
3. Information on post-16 learning opportunities are from local providers' own websites.

Access to locally-informed and easy-to understand labour market intelligence is a key component of providing good quality careers information to young people, to assist them in making choices about what to do when they reach the end of their compulsory schooling. This series of sector-based reports brings together a range of employment and jobs data about the local economy, and is aimed at providing a resource to support all employability and careers professionals working in the Slough area.

Employment in Slough 2015 aims to help individuals by giving them locally targeted information about the likely levels of demand for different types of work, common skills requirements and sources of learning to pursue qualifications relevant to each sector. Hopefully these reports will help people make better informed choices relating to work and learning, that will enable them to secure the careers they want within a growing and diverse economy.

For further information or support, contact **Elevate Me Slough**

Email: [elevate@slough.gov.uk](mailto:elevate@slough.gov.uk)

Website: <http://slough.elevateme.org.uk/contact.htm>

Tel: 01753 875510 (Slough Young People's Service)

or

**Employment & Learning Advice Service (Slough Borough Council)**

Email: [ela@slough.gov.uk](mailto:ela@slough.gov.uk)

Website: [www.slough.gov.uk/jobs/employment-and-learning-advice.aspx](http://www.slough.gov.uk/jobs/employment-and-learning-advice.aspx)

Tel: 01753 476622 or 01753 476611

This profile was prepared by

**Crews Associates**

The logo for Crews Associates features the word "Crews" in a bold, green, sans-serif font, with "Associates" in a lighter green, sans-serif font below it. The text is set against a background of concentric green circles that create a ripple effect.

on behalf of

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and

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