

Sara's story

We are treated like adults and investigate lots of different retailers.



Sara is from Sheffield. She didn't know what to do as a career and so she found it difficult when it came to choosing her options. She went to see a Personal Adviser at Connexions who asked her about her interests. Sara had always been into fashion and shopping and liked the idea of working in retail. She looked at the vocational courses with her tutor and liked the sound of a BTEC First Diploma in Retail.

After the first year on the course, Sara has picked up lots of new skills like dealing with customers, taking part in team project work and presenting to a group.

"The BTEC is helping me build my confidence and will give me the practical experience I'll need in a real job. I've made friends from all over and I get to go shopping in my lunch break."



Retail

There's a lot more to retailing than the work you see in the store. Management accounts for around 13% of retail staff and sales or customer service makes up around 50%. Sales staff often move up into supervisory and management positions and the industry requires professionally-trained people in design, marketing, ICT and administration.

The careers

Every retail outlet needs good staff to function well and hit its sales targets, no matter how large or small. Jobs include retail manager, window dresser, accountant, sales assistant, customer service manager, security guard, stock manager, buyer, personal shopper and marketing manager.

Did you know?

- By 2012, one in five of the workforce will be employed in the retail sector.
- Retail is the third largest sector across Yorkshire and the Humber, employing approximately 280,000. Within South Yorkshire it accounts for 10% of the workforce.
- Skills shortages mean employers are looking for people with technical, practical and communications skills.
- 40% of the workforce is trained to at least NVQ Level 3, and 35% have NVQ Level 2.
- Across Yorkshire and the Humber employment in the retail sector is forecast to grow by 10,000 by 2010.

To find out more about the Retail sector, visit:

www.voced.co.uk/jobsinsy