

National Apprenticeship - Occupational Profile

Apprenticeship Title Retail Practice

NFQ Level 5

Duration 2 Years

Typical tasks/ responsibilities

Retail assistants are expected to be able to perform a wide variety of tasks in an increasingly challenging work environment. Typical tasks / responsibilities include the following:

- Managing customer interactions
- Sales and customer care
- Communicating with various stakeholders (e.g. colleagues, suppliers, customers and management)
- Stock and cash control procedures
- Security
- Retail display
- Promote and maintain health and safety in the workplace
- Marketing / digital marketing
- Understanding and using relevant technology
- Portraying a professional manner at all times

On successful completion, the Retail Assistant will:

Knowledge

Knowledge and understanding of:

- Explain the principles of good customer service within a range of retail environments
- Define how customer service enhances organisational effectiveness and success, to include practical examples of organisations with good customer care
- Describe the unique characteristics of digital marketing and etools in retail
- Examine the key principles and theories relating to retail merchandising, stock management and product display design
- Analyse the characteristics of a range of materials and retail display components available to the retail sector
- Examine the impact technology is having in omni-channel retailing
- Interpret key terminology and trends in retail selling
- List the duties of employers and employees as specified in current safety, health and welfare at work legislation
- Explain best practice policy and procedures on the management of security within a retail environment to include the protection of store, stock, cash and people
- Explain appropriate conflict resolution techniques for dealing with a range of incidents

Knowledge cont'd.

- Demonstrate the standard procedures to utilise a range of devices currently used in the retail sector to include cash registers, bar code scanners, electronic payment units, security devices, and stock control systems
 - Cite the current retail legislation and identify key legal responsibilities in relation to employers, employees, customers and product manufactures
 - Discuss the causes, prevention, emergency procedures, reporting and recording of accidents and dangerous occurrences
 - Describe the role of diet and exercise in the promotion of good health
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Skills

- Demonstrate effective communication skills with customers, suppliers and colleagues
 - Show the ability to use different communication technologies and the ability to choose one technology over another depending on the message and context
 - Research a relevant vocational topic, to include use of primary and secondary sources, acknowledgement of sources, use of enquiry techniques and methods to establish validity and reliability
 - Apply the personal skills, qualities and attitudes required to perform effectively when dealing with customers
 - Employ a range of techniques to open or close a sale, to deal with complaints or to present alternative products
 - Develop digital marketing strategies and activities under supervision using a range of e-tools within a range of digital marketing contexts
 - Demonstrate the key principles and theories relating to retail merchandising and product display design relating to the principles of retailing, marketing, category management and supply chain management
 - Carry out a range of activities which analyse and reduce potential for loss and security breaches in a variety of retail settings
 - Employ secure cash handling techniques when dealing with a range of procedures to include refunds, void sales, vouchers, electronic transactions, payment validation, cheques, floats, cash transfer, product exchange and credit notes
 - Investigate risk factors in relation to safety to include hazards, work environments, work practices, effects of medication, drink and drugs
 - Use software packages for creating and editing documents, spreadsheets and presentations
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Competences

- Show effective communication skills, understanding the importance of listening and receiving feedback
- Display a willingness to respond to customer concerns in a professional manner
- Be honest, reliable, diligent and respectful to colleagues, customers and management at all times
- Display a willingness to learn, take ownership and responsibility for tasks in the workplace
- Maintain high levels of concern for safety of self and others in the workplace
- Engage in teamwork at all times recognising the importance of contributing to the organisation's overall goals and objectives
- Meet commitments and expectations in relation to good timekeeping, working independently while under general direction, meeting deadlines and personal presentation
- Take responsibility for the effective handling of customer feedback

Industry/industries served by the apprenticeship

The Retail Sector in general includes the following subsectors:

- Department stores
- Grocery stores
- DIY & hardware
- Pet & garden stores
- Pharmacy
- Furniture, Lighting and Homeware
- Booksellers
- Entertainment, electrical & technology stores
- Supermarket and Convenience stores
- Fuel
- Fashion and Footwear
- Small family independent stores

Proposed minimum entry requirements for apprentices on the programme

- Applicants must be 16 years or older to obtain a place on the programme
- Applicants seeking entry to the programme must have achieved a minimum of a NFQ Level 3 major award or its equivalent prior to entry to the programme
- Mature applicants aged 21 years and over without a Level 3 qualification or equivalent will also be considered following an interview
- Recognition of Prior Learning will also be considered as part of entry requirements