

# National Apprenticeship - Occupational Profile

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**Apprenticeship Title** Retail Supervision

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**NFQ Level** 6

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**Duration** 2 Years

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**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
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**On successful completion of the proposed apprenticeship, the retail assistant will be able to:**

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**Knowledge**

- 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 tools 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
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## 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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## Competencies

- 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

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## Industry / industries served by the proposed apprenticeship

### ***The Retail Sector in general includes the following subsectors:***

- 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

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### 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 QQI Level 4 Major Award or its equivalent prior to entry to the programme
- Mature applicants aged 21 years and over without a Level 4 qualification will also be considered following an interview
- Recognition of Prior Learning will also be considered as part of entry requirements