

# Retail Manager

## Level 4



**“Reach your full potential”**



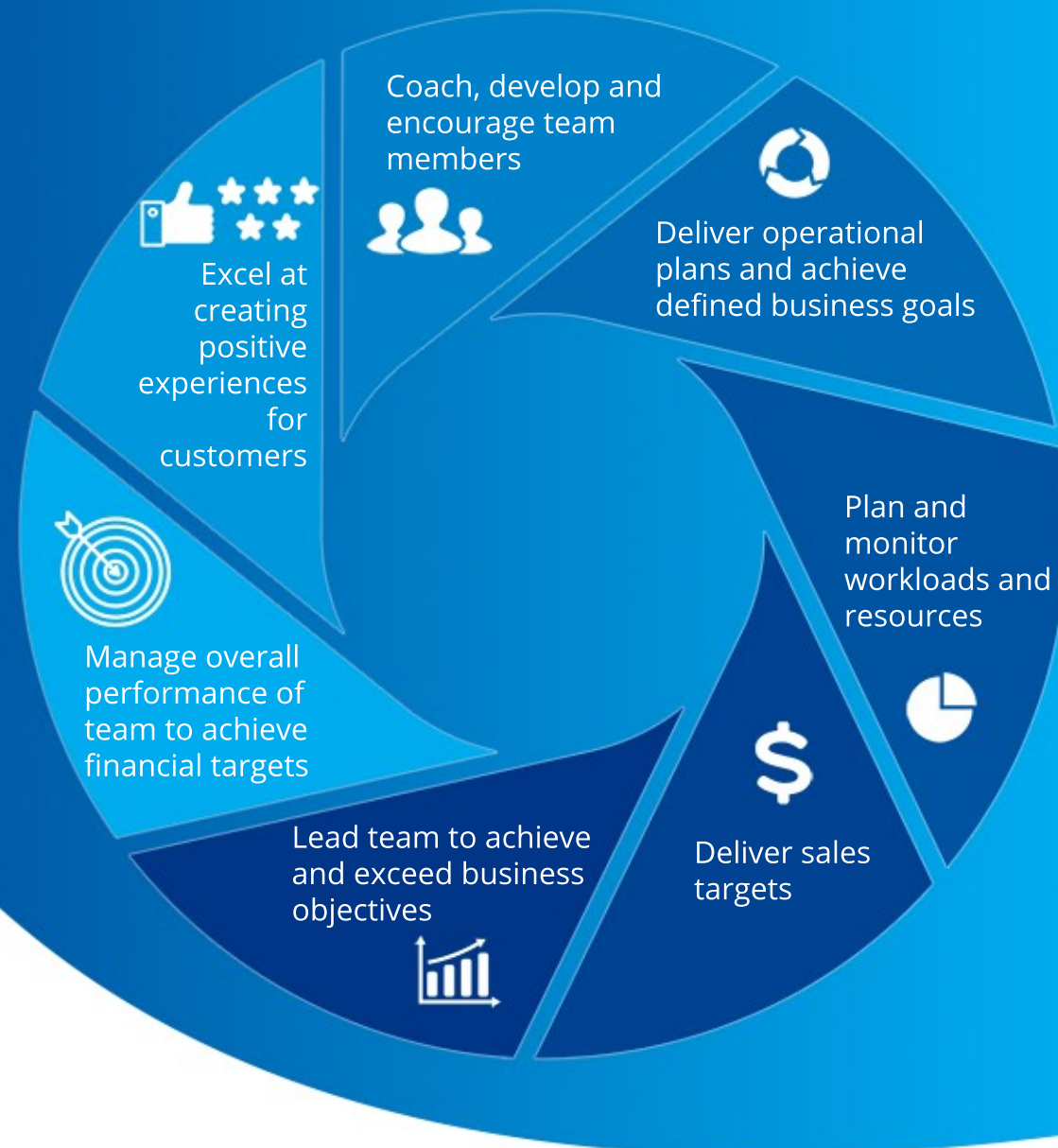


## Level 4 Retail Manager

# Overview

The Retail Manager apprenticeship has been developed by retailers to ensure managers working in a Retail environment are gaining the skills and knowledge needed within a Retail setting; this apprenticeship is for anyone aspiring to lead a larger retail team and other managers.

Retail managers are responsible for delivering sales targets and a positive experience to customers encouraging repeat custom and loyalty to the business. They lead and develop teams to achieve objectives and work with a wide range of people whilst maximising income and minimising wastage; individuals will develop a sound understanding of business and people management principles which are essential to the job.





# Who is it for?

The retail manager standard is suitable for staff in a management position within a retail setting. It is suitable for managers who are looking to progress into more senior positions such as senior retail managers or area managers.



Retail Store Manager

Senior Retail Manager

Area Manager

Store Manager

Department Manager

Operations Manager

Duty Manager

# Why do this apprenticeship – what are the benefits:

## Employer Benefits

- Improves employee retention
- Provides opportunities to implement improvement projects
- Focuses on improving business performance and enhancing employee's skillsets
- Development of workplace problem-solving skills
- Gains essential knowledge of models and theories of Management to ensure teams achieve organisational objectives
- Retail leaders with relevant knowledge, skills & behaviours to develop their teams and drive business results
- Develops apprentices to bring the latest knowledge and practice into the workplace immediately, benefiting the wider team
- Rapid improvements within your employee's performance, productivity and behaviours which benefit your organisation's services
- Retail leaders with relevant knowledge, skills & behaviours to develop their teams and drive business results

## Apprentice Benefits

- Develop excellent customer, and industry relevant knowledge, skills, and behaviours
- Gain significant improvements in a wide range of leadership techniques
- Gain better understanding of external factors and use this to increase revenue
- A broad understanding of key management and leadership theory that underpin and support growth and performance
- Improves ability to encourage team development through effective coaching, training, and guidance
- The leadership capability to motivate teams and influence with confidence
- Boost your workplace problem solving skills
- Improve project management skills to implement improvement projects within workplace
- Progression to higher qualifications
- Develops confidence to implement change within organisations
- Will gain skills and knowledge to help drive better results



# Programme structure

The course is delivered via a mixture of face to face and online workshops, webinars, coaching sessions and work-place learning

## Programme Breakdown

- 10 x 6-hour workshops to cover knowledge elements of the standard (may include face to face and online workshop delivery)
- 2 x 4-hour EPA preparation and Mock Assessment workshops
- 6 x 1-hour virtual coaching sessions
- 10 x 1½ hour Reviews
- Completion of Business Improvement Project
- Development of a portfolio to demonstrate evidence of skills development including reports, personal development plans, performance reviews, evidence of tasks undertaken, demonstrations, presentations
- Observations recorded and completed by ESP
- Continuing Professional Development Log to be kept and maintained as part of the Portfolio of evidence
- Ongoing professional discussions between apprentice and ESP relating to projects and learning activities
- Feedback from line manager, direct reports and peers including 180/360 degree feedback approaches
- Regular performance reviews carried out by the employer
- Completion of online learning modules as part of off-the-job activities

## Programme Length

- Course duration 15-18 months plus EPA



## How is training delivered?

An essential element of the ESP delivery model is to ensure you are supported at each stage in your journey to enable you to fully succeed.

You will be taught by Learning and Skills Coaches who are experts in their field with significant practical experience. All learning and skills coaches are well qualified with management experience.



Our learning and skills coaches will:

- Deliver online and face to face workshops
- They will cover the knowledge needed for each module through interactive and informative sessions
- They will help plan independent learning activities
- They will undertake workplace observation
- They will provide one to one coaching via telephone, in the workplace or via virtual mediums like Teams
- They will carry out ongoing professional discussions relating to projects and assignments
- They will provide feedback on the business project and evidence submitted
- They will support you with preparation for end point assessment

# Programme Modules

The delivery is broken down into 15 topics:

## CUSTOMERS

Understand key drivers of customer journeys and how managing positive customer experiences increases sales, customer spend and loyalty, and the resulting fiscal impact on the business

## BUSINESS

Understand the vision of the business, its competitive position and own role and responsibility in the delivery of business objectives. Understand the market in which the business operates and how this impacts on the products/ services it offers

## FINANCIAL

Understand key drivers of profitable Retail performance and the relationship of forecasting to the Retail calendar; know how to analyse, use information for forecasting, and how to report on financial results. Identify the impact of different types of costs on the business and understand how to make effective use of resources

## MARKETING

Know the key factors influencing a marketing plan such as product launch, life cycle, pricing, discount, and special offers and ways of marketing via physical and other media. Understand how own business has formed marketing plan and how own role can best utilise marketing strategies to address demand throughout the Retail calendar.

## LEADERSHIP

Understand different leadership styles used in Retail businesses and when to use them effectively to motivate and inspire the team to do their best

## COMMUNICATION

Understand how to communicate and cascade information effectively at all levels and to a diverse audience. Know how to identify the information required for decision making, how it should be gathered and reported internally and externally

## SALES & PROMOTIONS

Understand how to set sales targets that are challenging but realistic and how to lead team members to achieve sales targets, maximising opportunities, reducing potential threats to sales across the Retail calendar

## BRAND REPUTATION

Keep up to date knowledge of product ranges, brand development, promotions, current and future trends. Understand how to analyse, interpret and share information and brief relevant stakeholders on products and services

## TECHNOLOGY

Understand the technology requirements of the business and how to manage them to achieve effective and efficient Retail operations and service; identify commonly used and emerging technology in the Retail industry and identify its current and potential impact on the business recognise how local demographics can impact on a product range.

## MERCHANDISING

Understand key features of merchandising and how these link with the business' merchandising plan to achieve sales targets. Know the requirements of related activities such as seasonal peaks and troughs over the Retail calendar year.

## STOCK

Understand how to manage an effective stock control system; recognise the financial implications to the business and own responsibility to manage stock to meet sales targets, marketing activities and business objectives.

## DEVELOPMENT

Identify a variety of ways to inspire and motivate team members, how to positively influence their approach to work and how to pass on knowledge and experience. Understand the importance of, and process for, ensuring team members' and own development.

## LEGAL AND GOVERNANCE

Understand environmental, legislative, corporate, data protection and social responsibilities relating to Retail businesses



## TEAM PERFORMANCE

Know how to recruit, retain and develop the right people for the right roles. Know the key theories of performance management and how to apply them to Retail teams using own organisation's tools and protocols to support them.

## DIVERSITY

Understand how local demographics impact on business, customers, staff and products and how this impacts the business policies on diversity and equal opportunities



# Pre-Enrolment Activities

Before being accepted on to the apprenticeship you will need to complete the following pre-enrolment activities:

## IAG Workshop

Attend a virtual workshop session to provide an overview of the following  
Overview of the apprenticeship programme  
20% Off the Job Training  
Attendance at masterclasses and workshops  
Discuss Apprenticeship agreement

## Initial Assessment:

Complete BKSBS maths and English initial assessments

## Diagnostic Assessment:

Complete BKSBS maths and English diagnostic assessments

## Pre-Start Enrolment Form

This form will provide us with basic information about your qualifications and past and current experiences

## Skills Scan

Complete skills scan to identify the areas that will be covered during the course to determine whether there are development opportunities and scope for the learner to complete the apprenticeship

## Remote Pre-enrolment Review

Attend 1:1 remote session with the learning and skills coach to talk through the pre-enrolment activities and skills scan to confirm suitability

## Enrolment form (online):

Complete formal online enrolment form

## Apprentice Agreement and Commitment Statement (online):

Read, discuss and agree the apprentice agreement and commitment statement

## Formal on-boarding:

Apprentice invited to induction introduction to the apprenticeship programme and first learning session

Apprentices will need GCSE grade A to C or a Level 2 Functional Skill in maths and English. Apprentices who do not currently hold this are required to complete Level 2 Functional skills in maths and English prior to end point assessment (EPA)

## Eligibility

The eligibility criteria is as follows:

- UK/EU Resident for three years
- Not currently a student in Funded Learning

# Expectations and Commitment

## We ask apprentices to:

- Attend all face to face and virtual workshops and master classes as per the delivery plan
- Attend all programme reviews with the Learning and Skills Coach
- Submit and upload assignments and evidence to the online e-portfolio (OneFile) by the stipulated target date to ensure completion of the qualification and apprenticeship within the given timeframe
- Complete all off the job activities to meet the 20% of the job requirement. Record all activities and reflections on OneFile
- Complete at least 4 to 6 hours of self-study each week inclusive of any online learning activities
- Complete shadowing of colleagues and mentoring





# End Point Assessment

The end point assessment will begin once the employer, apprentice and ESP are confident that the apprentice has developed all the knowledge, skills and behaviours defined in the apprenticeship standard. As part of this process apprentices, employers and ESP will complete a 'Gateway' discussion to confirm competence.

The End-point Assessment consists of the following:

- Planning Meeting
- Written Exam
- Retail Business Project Presentation
- Professional Discussion



# End Point Assessment

## Planning Meeting

- Planning meeting help with employer, learner and End Point Assessor to build relationship, answer any questions and discuss the requirements and plans for
- EPA activities
- End Point Assessor will check that the proposed project synopsis covers the appropriate criteria

## Written Exam

- 2 hour written exam with a combination of short and extended answer questions, some incorporating scenarios
- The knowledge requirements will be tested using a structured series of questions to assess the apprentice's knowledge to ensure all aspects are given coverage
- A series of different scenarios and situations will be used, with a series of questions requiring responses which will demonstrate the apprentice's knowledge of that particular topic
- The knowledge test may be delivered online or be paper-based and is likely to contain a minimum of 2 extended answers and 6 short answers

## Retail Business Project Presentation

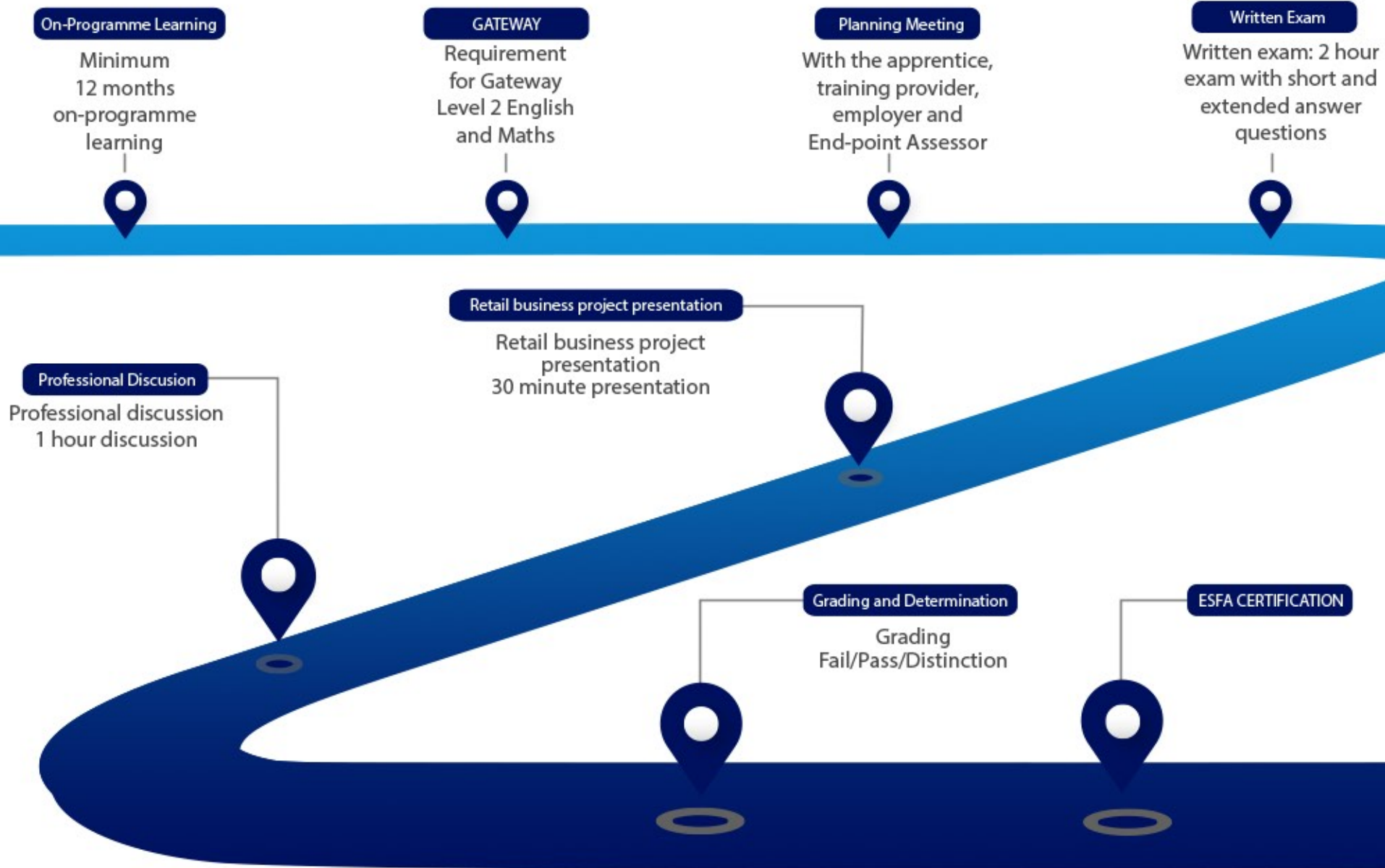
- Project to be based around a strategic challenge, opportunity or idea within their retail environment (at strategic level)
- Preparation with employer should start one month prior to end assessment
- Project must be presented within 4-month window
- 30-minute presentation of a completed project with opportunity for Q&As and review of supporting information
- Supporting evidence required to show completion of underpinning activities together with project must be submitted

## Professional Discussion

- Professional discussion will take place and should last for 1 hour
- The purpose of the professional discussion is to clarify any questions the end-point assessor has for specified standards:
  - Confirm and validate judgements about the quality of work
  - Explore aspects of the work, including how it was carried out in more detail
  - Discuss how the apprentice would behaved in specific scenarios, should they not have occurred within the practical observation (project)
  - Ask questions in relation to personal development and reflection
- Provide evidence of any additional learning/CPD undertaken during the programme, which will include:
  - Activity undertaken during apprenticeship including assignments or projects
  - Details of any formal or informal learning undertaken
  - Details of any professional discussions undertaken, or support provided through Professional Bodies
  - Details of any professional discussions undertaken with a mentor
- The EPA assessor will complete a professional discussion with the apprentice to identify the objective of the activity and reflect on the outcome and how learning gained was applied
- The learner may bring any materials to support competency.



# EPA JOURNEY



Must be completed in this order





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## **Progression Opportunities**

- Qualifications and further study up to master's degree level
- Further career progression through work experience
- On completion, apprentices may choose to do the Level 5 Operations/departmental manager apprenticeship