



**Alan Jones & Associates**  
Salary and Benefit Survey Specialists

## Retail Salary Survey

### Job Descriptions & Guide to Completing Survey Questionnaire

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# Retail Salary Survey

## Contents

Guide to completing survey questionnaire	1-2
Level Definitions	3
Level Matrix	4-16
<b>Function 10 – Buying</b>	<b>17</b>
10.01 Buying Administrator	18
10.11 Buying Assistant	18
10.21 Assistant Buyer	19
10.30 Junior Buyer	20
10.31 Buyer	20
10.41 Senior Buyer	20
10.51 Buying Manager	21
10.61 Head of Buying	21
<b>Function 11 – Merchandising</b>	<b>22</b>
11.01 Merchandising Administrator	23
11.11 Inventory Control Supervisor	23
11.12 Trainee Merchandiser	24
11.13 Assistant Display Manager	24
11.21 Inventory Control Manager	25
11.22 Assistant Merchandiser	25
11.23 Display Manager	26
11.24 Visual Merchandiser	26
11.30 Junior Merchandiser	27
11.31 Space Planner	27
11.32 Merchandiser	27
11.41 Senior Merchandiser	27
11.42 Space & Range Manager	28
11.51 Merchandising Manager	28
11.52 Visual Merchandising Manager	29
11.61 Head of Merchandising	29
<b>Function 12 – Technologists</b>	<b>30</b>
12.01 Technology Assistant	31
12.21 Assistant Technologist	31
12.31 Technologist	32
12.32 Product Developer	32
12.33 Product Safety Manager	33
12.34 Packaging Technologist	33
12.35 Regional Visual Presentation Manager	34
12.41 Senior Technologist	34
12.51 Technology Manager	35
<b>Function 13 – Finance</b>	<b>36</b>
13.01 Accounts Clerk	37
13.02 Senior Accounts Clerk	37
13.11 Part-qualified Accountant	38
13.21 Accountant - Entry Level	38
13.22 Accounts Supervisor	39
13.23 Financial Analyst 1	39
13.31 Accountant - Development Level	40
13.32 Accounts Section Head	40
13.33 Financial Analyst 2	41
13.41 Accountant - Established Level	41
13.42 Accounting Manager	42
13.43 Financial Analyst 3	42
13.44 Tax Accountant	43
13.45 Commercial Business Partner	43
13.51 Finance Manager	44
13.52 Senior Commercial Business Partner	44
13.61 Financial Controller	45

# Retail Salary Survey

<b>Function 14 – Payroll</b>	46
14.01 Payroll Administrator	47
14.11 Senior Payroll Administrator	47
14.21 Payroll Supervisor	48
14.31 Payroll Manager	48
<b>Function 15 – HR</b>	49
15.01 HR Administrator	50
15.11 HR Co-ordinator	50
15.21 HR Officer	51
15.22 Employee Relations Advisor	51
15.23 Recruitment Advisor	52
15.24 HR Operations Analyst	52
15.31 Senior HR Officer	53
15.32 HR Analyst	53
15.33 Senior Employee Relations Advisor	54
15.34 Recruitment Manager	54
15.41 Regional HR Manager	55
15.42 Reward Manager	55
15.43 HR Manager	56
15.44 Employee Relations Manager	56
15.45 HR Systems Manager	57
15.51 Senior HR Manager	57
15.52 Manager of HR Shared Services	58
15.61 Head of HR	58
<b>Function 16 – Learning &amp; Development</b>	59
16.11 eLearning Developer	60
16.21 Learning & Development Officer	60
16.31 Senior Learning & Development Officer	61
16.41 Regional Learning & Development Manager	61
16.42 Talent Manager	62
16.43 Learning & Development Manager	62
16.61 Head of Learning & Development	63
<b>Function 17 – Legal</b>	64
17.01 Legal Administrator	65
17.11 Legal Officer	65
17.31 Assistant Company Secretary	66
17.32 Solicitor 1	66
17.41 Solicitor 2	66
17.42 Compliance Manager	67
17.51 Solicitor 3	66
17.61 Head of Legal	67
<b>Function 18 – Property</b>	68
18.11 Architectural Technician	69
18.21 Assistant Property Manager	69
18.22 Store Planner	70
18.31 Property Manager	70
18.32 Building Services Manager	71
18.33 Surveyor	71
18.34 Architect	72
18.35 Store Planning Manager	72
18.36 Energy Manager	73
18.41 Senior Property Manager	73
18.42 Architectural Design Manager	74
18.43 Property Acquisition Manager	74
18.44 Environment Manager	75
18.51 Property Controller	75
18.52 Senior Property Acquisition Manager	76
18.53 Senior Environment Manager	76
18.61 Head of Property	77

# Retail Salary Survey

<b>Function 19 – Projects</b>	78
19.21 Assistant Project Manager	79
19.31 Project Manager	79
19.41 Senior Project Manager	80
19.51 Project Controller	80
19.52 Business Improvement Manager	81
19.61 Head of Planning Development	81
<b>Function 20 – Creative</b>	82
20.01 Administrative Assistant	83
20.11 Design Assistant	83
20.21 Graphic Designer	84
20.22 Motion Graphic Designer	84
20.31 Senior Graphic Designer	85
20.32 Print/Creative Buyer	85
20.33 Print/Production Manager	86
20.35 Graphic Design Team Leader	86
20.41 Print Manager	87
20.42 Creative Manager	87
<b>Function 21 – PR/Comms/CSR</b>	88
21.11 PR Assistant	89
21.12 Ethical Co-ordinator	89
21.21 PR Officer	90
21.31 PR Manager	90
21.32 Internal Communications Manager	91
21.33 Corporate Social Responsibility Officer	91
21.41 Senior PR Manager	92
21.42 Corporate Social Responsibility Manager	92
21.43 Ethical Trade Manager	93
21.61 Head of Government Affairs	94
21.62 Head of PR	95
21.63 Head of Corporate Social Responsibility	96
21.64 Head of Ethical Trading	97
<b>Function 22 – Customer Insight</b>	98
22.11 Assistant Data Analyst	99
22.21 Customer Insight Executive	99
22.22 Data Analyst	100
22.31 Customer Insight Manager	101
22.41 Business Information Manager	101
<b>Function 23 – Advertising</b>	102
23.41 Advertising Manager	103
<b>Function 24 – Marketing</b>	104
24.01 Promotions Co-ordinator	105
24.11 Senior Promotions Co-ordinator	105
24.12 Marketing Assistant	106
24.21 Assistant Brand Manager	106
24.22 Promotions Controller	107
24.23 Catalogue Marketing Co-ordinator	107
24.31 Brand Manager	108
24.32 Trade Planning Manager	108
24.33 Local Marketing Manager	109
24.34 Category Manager	109
24.35 Commercial Manager	110
24.41 Senior Brand Manager	110
24.42 Communications Manager	111
24.43 Senior Trade Planning Manager	112
24.44 Price Manager	113
24.51 Marketing Manager	113
24.52 Senior Local Marketing Manager	114
24.61 Head of Marketing	114

# Retail Salary Survey

<b>Function 25 – Design</b>	115
25.11 Design Assistant	116
25.21 Assistant Designer	116
25.31 Designer	117
25.41 Senior Designer	117
25.51 Design Manager	118
25.61 Head of Design	118
<b>Function 26 – Facilities Management</b>	119
26.01 Clerical Support	120
26.02 Telephonist/Receptionist	120
26.03 Chauffeur (No Overtime)	121
26.04 Chauffeur (With Overtime)	121
26.05 Multi-skilled Tradesperson	121
26.06 Technician	122
26.11 Services Supervisor	122
26.21 Assistant Services Manager	123
26.22 Maintenance Manager	123
26.23 Facilities Specialist	124
26.31 Services Manager	124
26.41 Services Controller	125
<b>Function 27 – Loss Prevention</b>	126
27.01 Security Officer	127
27.11 Security Supervisor	127
27.12 Loss Prevention Analyst	128
27.21 Loss Prevention Co-ordinator	128
27.31 Security Manager	129
27.32 Loss Prevention Manager	129
27.41 Senior Loss Prevention Manager	130
27.61 Head of Security	130
<b>Function 28 – Risk &amp; Insurance</b>	131
28.21 Claims Assessor	132
28.31 Risk Manager	132
28.41 Manager, Risk & Insurance	133
28.51 Business Continuity Manager	133
28.61 Head of Risk & Insurance	134
<b>Function 29 – Internal Audit</b>	135
29.31 Internal Auditor	136
29.41 Senior Internal Auditor	136
29.51 Internal Audit Manager	137
<b>Function 30 – Procurement</b>	138
30.01 Procurement Administrator	139
30.11 Assistant Procurement Officer	139
30.21 Procurement Officer	140
30.31 Senior Procurement Officer	140
30.41 Procurement Manager	141
30.61 Head of Procurement	141

# Retail Salary Survey

<b>Function 31 – Supply Chain</b>	142
31.01 Import Administrator	143
31.02 Supply Chain Data Administrator	143
31.03 Transportation Administrator	144
31.11 Import Co-ordinator	144
31.12 Import Analyst	145
31.21 Import Team Leader	145
31.22 Supply Chain Analyst	146
31.23 Transportation Analyst	146
31.31 Stock Control Manager	147
31.32 Channel Planning Manager	147
31.33 Transportation Hub Supervisor	148
31.34 Inventory Manager	149
31.41 Supply Chain Manager	149
31.42 Distribution Contract Manager	150
31.43 Logistics Services Manager	150
31.44 Transport Manager	151
31.51 Supply Chain Senior Manager	151
31.61 Head of Distribution	152
<b>Function 32 – Depot/Stores</b>	153
32.02 Warehouse Operator	154
32.11 Warehouse Team Leader	154
32.21 Warehouse Supervisor	155
32.22 Maintenance Engineer	155
32.31 Warehouse Department Manager	156
32.32 Industrial Engineer	156
32.33 Warehouse Operations Manager	157
32.41 Warehouse Manager	157
32.42 Engineering Manager	158
32.51 General Manager Distribution Centre	158
<b>Function 33 – Secretarial</b>	159
33.11 Senior Secretary	160
33.21 Director's Secretary	160
33.31 Main Board Director's Secretary	161
33.61 Executive Assistant	161
<b>Function 34 – Occupational Health</b>	162
34.21 Occupational Health Advisor	163
34.31 Occupational Health Manager	163
34.41 Senior Occupational Health Manager	164
<b>Function 35 – Health &amp; Safety</b>	165
35.21 Health & Safety Officer	166
35.31 Health & Safety Manager	166
35.51 Senior Health & Safety Manager	167
<b>Function 36 – Customer Service</b>	168
36.01 Customer Service Advisor	169
36.02 Senior Customer Service Advisor	169
36.21 Customer Service Team Leader	169
36.31 Customer Service Manager	170
36.41 Senior Customer Service Manager	170
36.61 Head of Customer Service	171
<b>Function 37 – Retail Operational Support</b>	172
37.01 Store Support Advisor	173
37.11 Retail Operations/Communications Co-ordinator	173
37.21 Retail Analyst	174
37.31 Retail Operations/Communications Supervisor	174
37.41 Retail Operations/Communications Manager	175
37.51 Senior Retail Operations/Communications Manager	175
37.61 Head of Retail Operations/Communications	176

# Retail Salary Survey

<b>Function 39 – Pensions</b>	177
39.21 Pensions Associate	178
39.41 Pensions Manager	178
39.51 Pensions Operations Manager	179
39.61 Head of Pensions	179
<b>Function 40 – Studio</b>	180
40.21 Video Manager	181
40.22 Photographer	181
40.23 Digital Cinematographer	182
40.24 Video Editor	182
40.25 Photographic Co-ordinator	183
40.31 Senior Photographer	183
40.32 Photography Manager	184
<b>Function 41 – Business to Business</b>	185
41.31 Key Account Manager	186
41.41 Business to Business Development Manager	186
41.51 National Sales Manager	187
41.61 Head of Business to Business	187
<b>Function 43 – Technology/Data &amp; Analytics</b>	188
43.61 Head of Data Science	189
<b>Function 44 – Cyber Security</b>	190
44.31 Cyber Security Engineer	191
44.41 Information Security Manager	192
44.61 Head of Cyber Security Operations	193
<b>Function 45 – IT</b>	194
45.01 Systems Administrator	195
45.02 Operator	195
45.03 QA Tester	196
45.04 QA Test Analyst	196
45.11 Trainee Business Analyst	197
45.12 Trainee Developer	197
45.13 Support Analyst	198
45.14 Senior Operator	198
45.21 Business Analyst	199
45.22 Developer	199
45.23 Technical Architect	200
45.24 Technical Support Analyst	200
45.25 Team Leader – Service & Operations	201
45.26 Network Systems Engineer	201
45.31 Business Test Analyst	202
45.32 Senior Business Analyst	202
45.33 Senior Developer	203
45.34 Senior Technical Architect	204
45.35 Senior Technical Support Analyst	204
45.36 IT Supervisor	205
45.41 Development Manager	205
45.42 Business Systems Manager	206
45.43 Technical Architecture Manager	206
45.44 Technical Support Manager	207
45.45 Application Testing Manager	207
45.46 Project Manager	208
45.51 Development Controller	208
45.52 Business Systems Controller	209
45.53 Program Manager	209
45.61 Head of IT Function	210

# Retail Salary Survey

<b>Function 49 – Franchise</b>	211
49.11 Visual Merchandising Coordinator	212
49.31 Accounts Manager	212
49.41 Senior Accounts Manager	213
<b>Function 50 – E-commerce: Digital</b>	214
50.61 Digital Director	215
<b>Function 51 – E-commerce: Online Operations</b>	216
51.11 Operations Assistant	217
51.21 Operations Analyst	217
51.31 Senior Operations Analyst	218
51.41 E-commerce Operations Manager	219
51.51 Senior E-commerce Operations Manager	220
51.61 Head of Online Operations	221
<b>Function 52 – E-commerce: Online Trading</b>	222
52.01 Web Production Assistant	223
52.11 Junior Web Designer	223
52.12 Category Assistant	224
52.13 Online Editorial Assistant	224
52.21 Online Insight Analyst	225
52.22 Web Designer	225
52.23 Assistant E-commerce Category Manager	226
52.24 Junior Online Content Editor	226
52.25 Online Content Co-ordinator	227
52.31 Senior Online Insight Analyst	227
52.32 Online Production Manager	228
52.33 Senior Web Designer	228
52.34 E-commerce Category Manager	229
52.35 Online Content Manager	230
52.41 Online Manager	231
52.42 Online Insight Manager	232
52.51 Senior Online Manager	232
52.52 Senior Online Insight Manager	233
52.53 Senior E-commerce Category Manager	234
52.61 Head of Online Trading	235
<b>Function 53 – E-commerce: Online Marketing</b>	236
53.11 Online Marketing Assistant	237
53.21 Search Engine Optimisation Executive	237
53.22 Paid Search Executive	238
53.23 Marketing Data Analyst	238
53.24 Social Media Executive	239
53.25 Online Marketing Co-ordinator	239
53.26 User Experience Architect	240
53.27 Assistant UI/UX Designer	240
53.28 Web Developer	241
53.31 Social Media Manager	241
53.32 Search Engine Optimisation Manager	242
53.33 Senior User Experience Architect	242
53.34 UI/UX Designer	243
53.35 Senior Web Developer	243
53.36 Website Editor	244
53.41 Paid Search Manager	244
53.42 User Experience Manager	245
53.43 Senior UI/UX Designer	245
53.44 UI/UX Design Manager	246
53.45 Web Development Manager	246
53.51 Online Marketing Manager	247
53.61 Head of Online Marketing	247
53.62 Head of Customer Experience	248



# Retail Salary Survey

<b>Function 54 – E-commerce: Online Business Development</b>	249
54.21 CRM Specialist	250
54.31 CRM Manager	250
54.41 Business Development Manager	251
54.61 Head of Business Development	251
<b>Function 55 – Trainees</b>	252
55.01 Apprentice – Level 2	253
55.02 Apprentice – Level 3	253
55.11 Graduate – New Recruit	253
55.12 Graduate – 12 Months Experience	253

# Retail Salary Survey

## Area Management, Stores & Drivers

<b>Sections 01/10 – Area Management/Store Management</b>	255-262
Guide to completing questionnaire	256-257
01.41 Area Manager	258
01.51 Regional Manager	259
10.01 Store Manager	260
10.02 Assistant/Deputy Store Manager	260
10.03 Department Manager	261
10.04 Store Visual Merchandiser	262
<b>Section 75/80 – Sales Assistants, Team Leaders &amp; Delivery Drivers</b>	263-267
Notes on job matches: Skills/Age	263
Notes on job matches: Locations	264
Notes on job matches: Sector	264
Guide to completing input questionnaire	265
Survey job numbers and job titles by location	266-267

# Retail Salary Survey

Head Office:

## Guide to Completing Survey Questionnaire

### Job Matching

Use the Level Guide (page 3), Level Matrix (pages 4-14) and the capsule job description to help you decide if you have a job match for the job. We do not expect every company to match every job. If you have any questions regarding a job match, please contact us.

### Survey Questionnaire

Give information as follows:

1. **Job Match Identifier (Optional)**

Where you have a code which identifies the job holder you have matched to the survey job role, and you would like to have this information for future reference, give it here and we will add it to the database. This information will not be used by us except to help you identify your matches.

2. **Job Match Modifier (+, -, =)**

Please indicate whether the job(s) in your company are an equal match (=), a smaller size of job (-), or a larger size of job (+) than that described in the survey job descriptions.

3. **No. of Job Holders**

This will be one except where you have job holders whose salary, bonus, car and store details are exactly the same. It is important for the analysis that the actual information is given for each individual. Average or median information will distort the survey results.

4. **Basic Salary**

Give monthly salary x 12. Location allowance is included in basic salary. If you have a PRP scheme with a shadow salary, give the shadow salary here. If job holders are part time please give full time equivalent salary here.

5. **Actual Bonus Paid**

Please give any additional cash paid to the job. This may include company bonus, Christmas bonus, profit share, performance bonus, etc. Bonus may be variable or fixed. Do not give shift or overtime pay, company car allowance or payments made to an individual not related to job activity, e.g. first aid payments. Express as an annual amount. Give the most recent 12 month figures available to you. Give full-time equivalent for any part-timers.

6. **On Target Bonus (%)**

Where you have on target bonus payments, please give here the percentage of basic salary paid to the job holder when targets are achieved. Where you have a range of percentages for on-target bonus, please show the average on-target bonus. Give the most recent percentage available

7. **Company Car Yes/No**

Please indicate whether or not the job holder is entitled to a company car or company car cash alternative.

# Retail Salary Survey

## 8. **Company Car List Price**

Give the list price of the typical/representative company car for which the job holder is eligible. Give the current list price of the car which is offered (even if the job holder takes a cash allowance instead of a car or trades up/down). Exclude delivery, road fund licence and number plates. If in doubt quote the make and model.

## 9. **Car Allowance (Annual)**

Give the annual amount offered/paid as an alternative to a company car. Give this figure even if the car option is taken. Please quote as an annual amount.

## 10. **Perk/Need (P/N)**

Where the job holder is entitled to a company car or car allowance, please indicate here if the job holder has a car as a perk/status car (P) or as a need car (N).

## 11. **Weekly Hours**

Please give the contractual weekly hours worked by the job holder/s.

## 12. **Postcode**

Give here the postcode of the office/site where the job match is based. Give the first part of the postcode only (e.g. PO3, SN1). If you have only one site the postcode may be the same for all job holders and you may indicate this instead of completing these cells for all job holders.

## 13. **Sector**

Please indicate the appropriate sector for the job holder. The choices are:

1. Food
2. Non-food

## 14. **Alternative Job Title**

In the questionnaire please give your own company's job title for each match.

## 15. **Job Factor**

Additional information should be provided for your job matches for the following jobs:

- 10.30 Junior Buyer
- 10.31 Buyer
- 10.41 Senior Buyer
- 13.51 Finance Manager
- 25.31 Designer
- 25.41 Senior Designer

The type of Buying activity is to be given (from a choice of 11 – see job) for 10.30, 10.31 and 10.41, the type of financial activity for 13.51 if relevant and the type of design activity for 25.31 and 25.41.

# Retail Salary Survey

## Level Definitions

Each of the jobs in the survey has been assessed and put into a level structure which has been added to the survey to help participants with job matching and with the survey output. In the table below you can see the level number, the definition and also the equivalent Willis Towers Watson levels and approximate Hay Points. The job's level is shown against the individual job description and in the level matrix which is in the next pages of these job descriptions. An analysis by level is available in the online results service.

The Level Definitions are:

Level	Level Definition	Willis Towers Watson Level*	Hay Points*
0	Below graduate level	5, 6	Below 250
1	Graduate Trainee level – up to 2 years' experience	7, 8	250-350
2	Developing Management/Professional level – first promotion after gaining experience	9, 10	350-450
3	Established Management/Professional level	11, 12	450-550
4	Established Management/ Professional level – more senior level where seniority is recognised in the organisation	13	550-650
5	Senior Management/Professional level – generally reporting to level 6 or to Director level	14, 15	650-900
6	Senior Management – non-Board, reporting to Director level	16	900-1200

*\* These ranges are approximate and are intended as a guide, to assist with job matching not to be the main matching criterion.*

## Job Numbering

The jobs have been numbered to show you the level of the job.

For example:

### **25.31 Designer**

The first two digits **25.31** are the number of the function – Design

The third digit **25.31** tells you which level the job is in the level structure shown above

The fourth digit **25.31** shows the order of the job within that function and level

# Retail Salary Survey

## Level Matrix

*Showing the jobs in the survey sorted by function and level*

Level Function	0 Hay Points: 0-250 WTW: 5, 6	1 Hay Points: 250-350 WTW: 7, 8	2 Hay Points: 350-450 WTW: 9, 10	3 Hay Points: 450-550 WTW: 11, 12
<b>Buying (10)</b>	10.01 Buying Administrator	10.11 Buying Assistant	10.21 Assistant Buyer	10.30 Junior Buyer 10.31 Buyer
<b>Merchandising (11)</b>	11.01 Merchandising Administrator	11.11 Inventory Control Supervisor 11.12 Trainee Merchandiser 11.13 Assistant Display Manager	11.21 Inventory Control Manager 11.22 Assistant Merchandiser 11.23 Display Manager 11.24 Visual Merchandiser	11.30 Junior Merchandiser 11.31 Space Planner 11.32 Merchandiser
<b>Technologists (12)</b>	12.01 Technology Assistant		12.21 Assistant Technologist	12.31 Technologist 12.32 Product Developer 12.33 Product Safety Manager 12.34 Packaging Technologist 12.35 Regional Visual Presentation Manager
<b>Finance (13)</b>	13.01 Accounts Clerk 13.02 Senior Accounts Clerk	13.11 Part-qualified Accountant	13.21 Accountant - Entry Level 13.22 Accounts Supervisor 13.23 Financial Analyst 1	13.31 Accountant – Dev Level 13.32 Accounts Section Head 13.33 Financial Analyst 2
<b>Payroll (14)</b>	14.01 Payroll Administrator	14.11 Senior Payroll Administrator	14.21 Payroll Supervisor	14.31 Payroll Manager

## Retail Salary Survey: Level Matrix Continued

Level Function	4 Hay Points: 550-650 WTW: 13	5 Hay Points: 650-900 WTW: 14, 15	6 Hay Points: 900-1200 WTW: 16
<b>Buying (10)</b>	10.41 Senior Buyer	10.51 Buying Manager	10.61 Head of Buying
<b>Merchandising (11)</b>	11.41 Senior Merchandiser 11.42 Space & Range Manager	11.51 Merchandising Manager 11.52 Visual Merchandising Manager	11.61 Head of Merchandising
<b>Technologists (12)</b>	12.41 Senior Technologist	12.51 Technology Manager	
<b>Finance (13)</b>	13.41 Accountant - Established Level 13.42 Accounting Manager 13.43 Financial Analyst 3 13.44 Tax Accountant 13.45 Commercial Business Partner	13.51 Finance Manager 13.52 Snr Commercial Business Partner	13.61 Financial Controller
<b>Payroll (14)</b>			

## Retail Salary Survey: Level Matrix Continued

<b>Level</b> <b>Function</b>	<b>0</b> <b>Hay Points: 0-250</b> <b>WTW: 5, 6</b>	<b>1</b> <b>Hay Points: 250-350</b> <b>WTW: 7, 8</b>	<b>2</b> <b>Hay Points: 350-450</b> <b>WTW: 9, 10</b>	<b>3</b> <b>Hay Points: 450-550</b> <b>WTW: 11, 12</b>
<b>HR (15)</b>	15.01 HR Administrator	15.11 HR Co-ordinator	15.21 HR Officer 15.22 Employee Relations Advisor 15.23 Recruitment Advisor 15.24 HR Operations Analyst	15.31 Senior HR Officer 15.32 HR Analyst 15.33 Senior Employee Relations Advisor 15.34 Recruitment Manager
<b>Learning &amp; Development (16)</b>		16.11 eLearning Developer	16.21 Learning & Dev'ment Officer	16.31 Senior L & D Officer
<b>Legal (17)</b>	17.01 Legal Administrator	17.11 Legal Officer		17.31 Asst. Company Secretary 17.32 Solicitor 1
<b>Property (18)</b>		18.11 Architectural Technician	18.21 Assistant Property Manager 18.22 Store Planner	18.31 Property Manager 18.32 Building Services Manager 18.33 Surveyor 18.34 Architect 18.35 Store Planning Manager 18.36 Energy Manager
<b>Projects (19)</b>			19.21 Assistant Project Manager	19.31 Project Manager
<b>Creative (20)</b>	20.01 Administrative Assistant	20.11 Design Assistant	20.21 Graphic Designer 20.22 Motion Graphic Designer	20.31 Senior Graphic Designer 20.32 Print/Creative Buyer 20.33 Print/Production Manager 20.35 Graphic Design Team Ldr



## Retail Salary Survey: Level Matrix Continued

Level Function	4 Hay Points: 550-650 WTW: 13	5 Hay Points: 650-900 WTW: 14, 15	6 Hay Points: 900-1200 WTW: 16
<b>HR (15)</b>	15.41 Regional HR Manager 15.42 Reward Manager 15.43 HR Manager 15.44 Employee Relations Manager 15.45 HR Systems Manager	15.51 Senior HR Manager 15.52 Manager of HR Shared Services	15.61 Head of HR
<b>Learning &amp; Development (16)</b>	16.41 Regional L & D Manager 16.42 Talent Manager 16.43 Learning & Development Manager		16.61 Head of Learning & Development
<b>Legal (17)</b>	17.41 Solicitor 2 17.42 Compliance Manager	17.51 Solicitor 3	17.61 Head of Legal
<b>Property (18)</b>	18.41 Senior Property Manager 18.42 Architectural Design Manager 18.43 Property Acquisition Manager 18.44 Environment Manager	18.51 Property Controller 18.52 Senior Property Acquisition Manager 18.53 Senior Environment Manager	18.61 Head of Property
<b>Projects (19)</b>	19.41 Senior Project Manager	19.51 Project Controller 19.52 Business Improvement Manager	19.61 Head of Planning Development
<b>Creative (20)</b>	20.41 Print Manager 20.42 Creative Manager		

## Retail Salary Survey: Level Matrix Continued

Level Function	0 Hay Points: 0-250 WTW: 5, 6	1 Hay Points: 250-350 WTW: 7, 8	2 Hay Points: 350-450 WTW: 9, 10	3 Hay Points: 450-550 WTW: 11, 12
<b>PR/Comms/CSR (21)</b>		21.11 PR Assistant 21.12 Ethical Co-ordinator	21.21 PR Officer	21.31 PR Manager 21.32 Internal Comms Manager 21.33 Corporate Social Responsibility Officer
<b>Customer Insight (22)</b>		22.11 Assistant Data Analyst	22.21 Customer Insight Executive 22.22 Data Analyst	22.31 Customer Insight Manager
<b>Advertising (23)</b>				
<b>Marketing (24)</b>	24.01 Promotions Co-ordinator	24.11 Senior Promotions Co-ord 24.12 Marketing Assistant	24.21 Assistant Brand Manager 24.22 Promotions Controller 24.23 Catalogue Marketing Co-ord	24.31 Brand Manager 24.32 Trade Planning Manager 24.33 Local Marketing Manager 24.34 Category Manager 24.35 Commercial Manager
<b>Design (25)</b>		25.11 Design Assistant	25.21 Assistant Designer	25.31 Designer
<b>Facilities Management (26)</b>	26.01 Clerical Support 26.02 Telephonist/Receptionist 26.03/26.04 Chauffeur 26.05 Multi-skilled Tradesperson 26.06 Technician	26.11 Services Supervisor	26.21 Assistant Services Manager 26.22 Maintenance Manager 26.23 Facilities Specialist	26.31 Services Manager
<b>Loss Prevention (27)</b>	27.01 Security Officer	27.11 Security Supervisor 27.12 Loss Prevention Analyst	27.21 Loss Prevention Co-ord	27.31 Security Manager 27.32 Loss Prevention Manager

## Retail Salary Survey: Level Matrix Continued

Level Function	4 Hay Points: 550-650 WTW: 13	5 Hay Points: 650-900 WTW: 14, 15	6 Hay Points: 900-1200 WTW: 16
<b>PR/Comms/CSR (21)</b>	21.41 Senior PR Manager 21.42 Corporate Social Responsibility Manager 21.43 Ethical Trade Manager		21.61 Head of Government Affairs 21.62 Head of PR 21.63 Head of Corporate Social Responsibility 21.64 Head of Ethical Trading
<b>Customer Insight (22)</b>	22.41 Business Information Manager		
<b>Advertising (23)</b>	23.41 Advertising Manager		
<b>Marketing (24)</b>	24.41 Senior Brand Manager 24.42 Communications Manager 24.43 Senior Trade Planning Manager 24.44 Price Manager	24.51 Marketing Manager 24.52 Senior Local Marketing Manager	24.61 Head of Marketing
<b>Design (25)</b>	25.41 Senior Designer	25.51 Design Manager	25.61 Head of Design
<b>Facilities Management (26)</b>	26.41 Services Controller		
<b>Loss Prevention (27)</b>	27.41 Senior Loss Prevention Manager		27.61 Head of Security

## Retail Salary Survey: Level Matrix Continued

Level Function	0 Hay Points: 0-250 WTW: 5, 6	1 Hay Points: 250-350 WTW: 7, 8	2 Hay Points: 350-450 WTW: 9, 10	3 Hay Points: 450-550 WTW: 11, 12
<b>Risk &amp; Insurance (28)</b>			28.21 Claims Assessor	28.31 Risk Manager
<b>Internal Audit (29)</b>				29.31 Internal Auditor
<b>Procurement (30)</b>	30.01 Procurement Administrator	30.11 Asst. Procurement Officer	30.21 Procurement Officer	30.31 Senior Procurement Officer
<b>Supply Chain (31)</b>	31.01 Import Administrator 31.02 Supply Chain Data Admin 31.03 Transportation Administrator	31.11 Import Co-ordinator 31.12 Import Analyst	31.21 Import Team Leader 31.22 Supply Chain Analyst 31.23 Transportation Analyst	31.31 Stock Control Manager 31.32 Channel Planning Manager 31.33 Transportation Hub Supervisor 31.34 Inventory Manager
<b>Depot/Stores (32)</b>	32.02 Warehouse Operator	32.11 Warehouse Team Leader	32.21 Warehouse Supervisor 32.22 Maintenance Engineer	32.31 Warehouse Department Manager 32.32 Industrial Engineer 32.33 Warehouse Operations Manager
<b>Secretarial (33)</b>		33.11 Senior Secretary	33.21 Director's Secretary	33.31 Main Board Director's Sec'y
<b>Occupational Health (34)</b>			34.21 Occupational Health Advisor	34.31 Occupational Health Mgr
<b>Health &amp; Safety (35)</b>			35.21 Health & Safety Officer	35.31 Health & Safety Manager

## Retail Salary Survey: Level Matrix Continued

Level Function	<b>4</b> Hay Points: 550-650 WTW: 13	<b>5</b> Hay Points: 650-900 WTW: 14, 15	<b>6</b> Hay Points: 900-1200 WTW: 16
<b>Risk &amp; Insurance (28)</b>	28.41 Manager, Risk & Insurance	28.51 Business Continuity Manager	28.61 Head of Risk & Insurance
<b>Internal Audit (29)</b>	29.41 Senior Internal Auditor	29.51 Internal Audit Manager	
<b>Procurement (30)</b>	30.41 Procurement Manager		30.61 Head of Procurement
<b>Supply Chain (31)</b>	31.41 Supply Chain Manager 31.42 Distribution Contract Manager 31.43 Logistics Services Manager 31.44 Transport Manager	31.51 Supply Chain Senior Manager	31.61 Head of Distribution
<b>Depot/Stores (32)</b>	32.41 Warehouse Manager 32.42 Engineering Manager	32.51 General Manager Distribution Centre	
<b>Secretarial (33)</b>			33.61 Executive Assistant
<b>Occupational Health (34)</b>	34.41 Senior Occupational Health Mgr		
<b>Health &amp; Safety (35)</b>		35.51 Senior Health & Safety Manager	

## Retail Salary Survey: Level Matrix Continued

Level Function	0 Hay Points: 0-250 WTW: 5, 6	1 Hay Points: 250-350 WTW: 7, 8	2 Hay Points: 350-450 WTW: 9, 10	3 Hay Points: 450-550 WTW: 11, 12
<b>Customer Service (36)</b>	36.01 Customer Service Advisor 36.02 Senior Customer Service Advisor		36.21 Customer Service Team Leader	36.31 Customer Service Manager
<b>Retail Operational Support (37)</b>	37.01 Store Support Advisor	37.11 Retail Operations/ Communications Coordinator	37.21 Retail Analyst	37.31 Retail Operations/ Communications Supervisor
<b>Pensions (39)</b>			39.21 Pensions Associate	
<b>Studio (40)</b>			40.21 Video Manager 40.22 Photographer 40.23 Digital Cinematographer 40.24 Video Editor 40.25 Photographic Co-ordinator	40.31 Senior Photographer 40.32 Photography Manager
<b>Business to Business (41)</b>				41.31 Key Account Manager
<b>Technology/Data &amp; Analytics (43)</b>				
<b>Cyber Security (44)</b>				44.31 Cyber Security Engineer
<b>IT (45)</b>	45.01 Systems Administrator 45.02 Operator 45.03 QA Tester 45.04 QA Test Analyst	45.11 Trainee Business Analyst 45.12 Trainee Developer 45.13 Support Analyst 45.14 Senior Operator	45.21 Business Analyst 45.22 Developer 45.23 Technical Architect 45.24 Technical Support Analyst 45.25 Team Leader - Service & Operations 45.26 Network Systems Engineer	45.31 Business Test Analyst 45.32 Senior Business Analyst 45.33 Senior Developer 45.34 Senior Technical Architect 45.35 Senior Technical Support Analyst 45.36 IT Supervisor

## Retail Salary Survey: Level Matrix Continued

Level Function	4 Hay Points: 550-650 WTW: 13	5 Hay Points: 650-900 WTW: 14, 15	6 Hay Points: 900-1200 WTW: 16
<b>Customer Service (36)</b>	36.41 Senior Customer Service Manager		36.61 Head of Customer Service
<b>Retail Operational Support (37)</b>	37.41 Retail Operations/ Communications Manager	37.51 Senior Retail Operations/ Communications Manager	37.61 Head of Retail Operations/ Communications
<b>Pensions (39)</b>	39.41 Pensions Manager	39.51 Pensions Operations Manager	39.61 Head of Pensions
<b>Studio (40)</b>			
<b>Business to Business (41)</b>	41.41 Business to Business Development Manager	41.51 National Sales Manager	41.61 Head of Business to Business
<b>Technology/Data &amp; Analytics (43)</b>			43.61 Head of Data Science
<b>Cyber Security (44)</b>	44.41 Information Security Manager		44.61 Head of Cyber Security Operations
<b>IT (45)</b>	45.41 Development Manager 45.42 Business Systems Manager 45.43 Technical Architecture Manager 45.44 Technical Support Manager 45.45 Application Testing Manager 45.46 Project Manager	45.51 Development Controller 45.52 Business Systems Controller 45.53 Program Manager	45.61 Head of IT Function

## Retail Salary Survey: Level Matrix Continued

Level Function	0 Hay Points: 0-250 WTW: 5, 6	1 Hay Points: 250-350 WTW: 7, 8	2 Hay Points: 350-450 WTW: 9, 10	3 Hay Points: 450-550 WTW: 11, 12
Franchise (49)		49.11 Visual Merchandising Coordinator		49.31 Accounts Manager
E-commerce: Digital (50)				
E-commerce: Online Operations (51)		51.11 Operations Assistant	51.21 Operations Analyst	51.31 Senior Operations Analyst
E-commerce: Online Trading (52)	52.01 Web Production Assistant	52.11 Junior Web Designer 52.12 Category Assistant 52.13 Online Editorial Assistant	52.21 Online Insight Analyst 52.22 Web Designer 52.23 Asst E-commerce Category Manager 52.24 Junior Online Content Editor 52.25 Online Content Co-ordinator	52.31 Snr Online Insights Analyst 52.32 Online Production Manager 52.33 Senior Web Designer 52.34 E-commerce Category Mgr 52.35 Online Content Manager
E-commerce: Online Marketing (53)		53.11 Online Marketing Assistant	53.21 Search Engine Optimisation (SEO) Executive 53.22 Paid Search Executive 53.23 Marketing Data Analyst 53.24 Social Media Executive 53.25 Online Marketing Coordinator 53.26 User Experience Architect 53.27 Asst. UI/UX Designer 53.28 Web Developer	53.31 Social Media Manager 53.32 SEO Manager 53.33 Snr User Experience Architect 53.34 UI/UX Designer 53.35 Senior Web Developer 53.36 Website Editor
E-commerce: Online Business Development (54)			54.21 CRM Specialist	54.31 CRM Manager



## Retail Salary Survey: Level Matrix Continued

Level Function	4 Hay Points: 550-650 WTW: 13	5 Hay Points: 650-900 WTW: 14, 15	6 Hay Points: 900-1200 WTW: 16
<b>Franchise (49)</b>	49.41 Senior Accounts Manager		
<b>E-commerce: Digital (50)</b>			50.61 Digital Director (6+)
<b>E-commerce: Online Operations (51)</b>	51.41 E-commerce Operations Manager	51.51 Senior E-commerce Operations Manager	51.61 Head of Online Operations
<b>E-commerce: Online Trading (52)</b>	52.41 Online Manager 52.42 Online Insight Manager	52.51 Senior Online Manager 52.52 Senior Online Insight Manager 52.53 Senior E-commerce Category Mgr	52.61 Head of Online Trading
<b>E-commerce: Online Marketing (53)</b>	53.41 Paid Search Manager 53.42 User Experience Manager 53.43 Senior UI/UX Designer 53.44 UI/UX Design Manager 53.45 Web Development Manager	53.51 Online Marketing Manager	53.61 Head of Online Marketing 53.62 Head of Customer Experience
<b>E-commerce: Online Business Development (54)</b>	54.41 Business Development Manager		54.61 Head of Business Development

## Retail Salary Survey: Level Matrix Continued

Level Function	0 Hay Points: 0-250 WTW: 5, 6	1 Hay Points: 250-350 WTW: 7, 8	2 Hay Points: 350-450 WTW: 9, 10	3 Hay Points: 450-550 WTW: 11, 12
<b>Trainees (55)</b>	55.01 Apprentice – Level 2 55.02 Apprentice – Level 3	55.11 Graduate – New Recruit 55.12 Graduate – 12 Months Exp.		

Level Function	4 Hay Points: 550-650 WTW: 13	5 Hay Points: 650-900 WTW: 14, 15	6 Hay Points: 900-1200 WTW: 16
<b>Trainees (55)</b>			

# Retail Salary Survey

## Buying (10)

*In each job, the survey code for each job is shown followed by the survey job title.*

10.01 Buying Administrator  
10.11 Buying Assistant  
10.21 Assistant Buyer  
10.30 Junior Buyer  
10.31 Buyer  
10.41 Senior Buyer  
10.51 Buying Manager  
10.61 Head of Buying

# Retail Salary Survey

## 10.01 **Buying Administrator**

**Job Level** 0

**Alternative Title/s** Administration Assistant  
Buying Assistant

### **Job Purpose**

To assist in the smooth and efficient operation of the Buying Office by providing administrative support. To liaise with stores and suppliers in a professional and helpful manner.

- To perform administrative tasks associated with the Buying Office, e.g. maintaining department database, typing, photocopying, faxing, filing, collating department records
- To manage communication between stores and suppliers
- To liaise with stores and suppliers on queries
- To carry out other administrative tasks as directed

### **Knowledge/Skills/Experience**

GCSE level education or equivalent  
Likely to have had 1-2 years' administration experience  
Keyboard skills

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## 10.11 **Buying Assistant**

**Job Level** 1

**Alternative Title/s** Buyer – Entry Level  
Trainee Buyer  
Category Assistant

### **Job Purpose**

To support the Buyer in the day to day operation of the department. To assist with the sourcing and selection of the range in line with target market.

- To assist Buying in sourcing and selecting designated product
- To prepare product, orders and other details for meetings
- To ensure all Quality Control procedures specified by Buyer are carried out according to specifications
- To be aware of deliveries and brief Buyer on any changes to contractual arrangements
- May carry out some buying functions as delegated

### **Knowledge/Skills/Experience**

Graduate level education or equivalent  
This is an entry level position where the job holder is expected to make significant progress and work towards a Buying qualification.

# Retail Salary Survey

<b>10.21</b>	<b>Assistant Buyer</b>
<b>Job Level</b>	2
<b>Alternative Title/s</b>	Buyer – Development Level Assistant Category Manager

## **Job Purpose**

To assist the Buyer in developing a commercially successful range to achieve business sales and margin targets.

- To be responsible for the buying of a specific product group/s within the department
- To analyse and understand market trends in order to assist the Buyer in determining strategic direction of department in conjunction with Merchandising team
- To research and propose new product ranges to Buyer; to identify new suppliers
- To contribute to product range reviews
- To contribute to marketing of products, e.g. liaison with marketing over product promotions

## **Knowledge/Skills/Experience**

Graduate level education or equivalent with 1-2 years' experience in a buying environment  
This is typically a development position where the job holder is expected to make significant progress

# Retail Salary Survey

**10.30 Junior Buyer**

**10.31 Buyer**

**10.41 Senior Buyer**

**Alternative Title/s** Junior Category Manager  
Category Manager  
Senior Category Manager

**Job Level** 3 - Junior Buyer  
3 - Buyer  
4 - Senior Buyer

## Job Purpose

To understand customer, category and commercial requirements and to source, buy and develop products and services that deliver agreed targets.

- To understand market data and competitor activities; to compare category range performance and make recommendations to meet customer needs and to maximise sales
- To develop category business plans
- To carry out negotiations with suppliers. To obtain optimum terms for products to meet commercial requirements using knowledge of raw materials and manufacturing processes to assist with negotiations
- To liaise with suppliers and supply chain and agree orders to achieve sales targets
- To monitor performance of products/ranges and respond accordingly
- To provide accurate information on new lines, price changes, promotions

## Knowledge/Skills/Experience

Graduate level education or equivalent.

10.30 Junior Buyer - matches at this level will have had several years' progressive experience in buying. Job holders will require supervision and may report to Senior Buyer

10.31 Buyer - likely to have had several years' buying experience in relevant sector

10.41 Senior Buyer - significant buying experience

## Job Factor: Buying Activity

For Junior Buyer, Buyer & Senior Buyer please indicate the appropriate buying activity for the job holder.

1	Grocery Ambient	7	Home Other
2	Grocery Fresh	8	Technology
3	Grocery Frozen	9	Health & Beauty
4	Drink	10	DIY
5	Fashion	11	Other
6	Home Furnishing		

# Retail Salary Survey

<b>10.51</b>	<b>Buying Manager</b>
<b>Job Level</b>	5
<b>Alternative Title/s</b>	Head of Buyers Category Manager Senior Category Manager

## Job Purpose

To lead the development, implementation, delivery and review of category/product business plans designed to meet strategic, customer, financial and operational goals. To manage the category buying team in order to maximise sales and profit opportunities.

- To lead the buying team in managing and developing supplier relationships
- To be involved in negotiation process providing support to the buying team; to lead negotiations where project has medium/long term business impact
- To ensure department meets targets in terms of sourcing technology, new products and suppliers, range selection, negotiation, marketing, trade account revenues, deals and promotions, stock management
- To ensure market trends are interpreted and reacted to; to ensure competitors are monitored
- To develop profit plans; to manage performance against strategic targets

## Knowledge/Skills/Experience

Graduate level education or equivalent

Job holder will have had extensive buying experience including experience at senior levels

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<b>10.61</b>	<b>Head of Buying</b>
<b>Job Level</b>	6
<b>Alternative Title/s</b>	Head of Trading Unit Trading Controller Category Director

## Job Purpose

To take overall profit and loss responsibility for the trading unit. To initiate and drive strategic decisions. To ensure product ranges are developed and implemented across the trading unit delivering gross profit, sales and space productivity targets. To manage and develop Buying teams.

- To produce medium term category strategies
- To ensure new concepts and products are developed
- To ensure all range plans are delivered and signed off to meet deadlines
- To lead in negotiations and key meetings with suppliers in strategically important deals
- To input into corporate strategies

## Knowledge/Skills/Experience

Graduate level education or equivalent

Extensive experience within a retail buying function with several years' experience of operating at a senior level

**NOTE:** This is not a board Director level job. Job holders report to board Director level.

# Retail Salary Survey

## Merchandising (11)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 11.01 Merchandising Administrator
- 11.11 Inventory Control Supervisor
- 11.12 Trainee Merchandiser
- 11.13 Assistant Display Manager
- 11.21 Inventory Control Manager
- 11.22 Assistant Merchandiser
- 11.23 Display Manager
- 11.24 Visual Merchandiser
- 11.30 Junior Merchandiser
- 11.31 Space Planner
- 11.32 Merchandiser
- 11.41 Senior Merchandiser
- 11.42 Space & Range Manager
- 11.51 Merchandising Manager
- 11.52 Visual Merchandising Manager
- 11.61 Head of Merchandising

### **Jobs Listing by Job Family**

- 11.01 Merchandising Administrator
- 11.12 Trainee Merchandiser
- 11.22 Assistant Merchandiser
- 11.30 Junior Merchandiser
- 11.32 Merchandiser
- 11.41 Senior Merchandiser
- 11.51 Merchandising Manager
- 11.24 Visual Merchandiser
- 11.52 Visual Merchandising Manager
- 11.11 Inventory Control Supervisor
- 11.21 Inventory Control Manager
- 11.13 Assistant Display Manager
- 11.23 Display Manager
- 11.31 Space Planner
- 11.42 Space & Range Manager
- 11.61 Head of Merchandising



# Retail Salary Survey

## 11.01 Merchandising Administrator

**Job Level** 0

**Alternative Title/s** Administration Assistant  
Merchandising Assistant

### Job Purpose

To assist in the smooth and efficient operation of the Merchandising Office by providing administrative support. To liaise with stores and suppliers in professional and helpful manner.

- To perform administrative tasks associated with the Merchandising Office, e.g. maintaining department database, typing, photocopying, faxing, filing, collating department records
- To manage communication between stores and suppliers
- To liaise with stores and suppliers on queries
- To carry out other administrative tasks as directed

### Knowledge/Skills/Experience

GCSE level education or equivalent  
Likely to have had 1-2 years' administration experience  
Keyboard skills

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## 11.11 Inventory Control Supervisor

**Job Level** 1

### Job Purpose

To allocate and replenish merchandise by store to ensure a continuous flow of goods to achieve profitable sales.

- To be responsible for tracking, allocating and replenishing from supplier or from warehouse/s in accordance with stock targets and sales requirements
- To use business procedures and systems effectively to allocate goods to stores
- To ensure optimum allocation of promotional buys to stores
- To forecast availability to cover seasonal peaks in demand
- To supervise administration staff

### Knowledge/Skills/Experience

Minimum A level education or equivalent  
Likely to have had 3 years' relevant experience

# Retail Salary Survey

<b>11.12</b>	<b>Trainee Merchandiser</b>
<b>Job Level</b>	1
<b>Alternative Title/s</b>	Merchandiser – Entry Level

## Job Purpose

To assist in monitoring product progress from initial order through to manufacture, delivery and distribution to the customer.

- To maintain and update systems with quantities and critical dates
- To be responsible for delivery schedules, production progress and the analysis of sales trends for repeat orders
- To raise orders and chase samples
- To analyse previous seasons' sales figures and buying trends and contribute to strategy on products
- To monitor performance of suppliers

## Knowledge/Skills/Experience

This position is typically filled by a new graduate with little working experience or equivalent

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<b>11.13</b>	<b>Assistant Display Manager</b>
<b>Job Level</b>	1
<b>Alternative Title/s</b>	Visual Planner

## Job Purpose

To assist with effective allocation of space to deliver commercial range plans and increase productivity. To apply customer focused visual merchandising to displays. To develop display plans. To work with Display Managers, Category Managers, Buyers, etc., producing layouts and planograms for product presentation. To ensure agreed display packages are sent to stores.

- To analyse planograms and infer changes to range and facings to increase productivity
- To contribute to effective category management through contribution to range development
- To create visual merchandising of displays attractive to customers
- To supervise build and production of planograms
- To analyse productivity of displays; to obtain feedback on displays from operations and stores
- To develop specifications for display fittings and aids

## Knowledge/Skills/Experience

Minimum A level education, possibly Graduate level or equivalent  
Significant store management experience and/or team working  
Relevant experience, e.g. space planning, operations

# Retail Salary Survey

## 11.21 **Inventory Control Manager**

**Job Level** 2

### **Job Purpose**

To allocate and replenish merchandise by store to ensure a continuous flow of goods to achieve profitable sales.

- To track, allocate and replenish stock from supplier or central warehouse in accordance with stock targets and sales requirements
- To be responsible for day to day management of Administrators
- To develop and implement strategies to ensure profitable flow of merchandise into stores and/or through warehouses
- To ensure that stock is available to meet peaks in demand, promotional plans, etc.

### **Knowledge/Skills/Experience**

Minimum A level education or equivalent  
Likely to have had several years' relevant experience

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## 11.22 **Assistant Merchandiser**

**Job Level** 2

### **Job Purpose**

To assist the Merchandiser in delivering the sales and profit targets and in maintaining product/service levels.

- To maintain an accurate and efficient delivery schedule; to ensure all department plans and forecasts are accurate and up to date
- To produce up to date category sales, stock and intake plans
- To review sales and markdown forecasts
- To provide Merchandiser with information on product performance, sales, etc.
- To provide supply chain with information on store grading, size ratios, range plan line details, deliveries and promotional activity

### **Knowledge/Skills/Experience**

Graduate level or equivalent with 1-2 years' experience in a buying environment  
This is typically a development position where the job holder is expected to make significant progress

# Retail Salary Survey

## 11.23 Display Manager

**Job Level** 2

### Job Purpose

To manage effective allocation of space to deliver commercial range plans and increase productivity. To lead customer focused visual merchandising displays. To be responsible for display plans.

- To manage team of Assistant Display Managers (2-4)
- To manage planogram analysis
- To ensure effective category management through contribution to range development
- To lead the creative process for visual merchandising of displays attractive to customers
- To develop annual build schedule; to supervise build and production of planograms
- To be responsible for analysis of productivity of displays
- To plan and implement fixture development portfolio

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Experience as an Assistant Display Manager

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## 11.24 Visual Merchandiser

**Job Level** 2

### Job Purpose

To contribute to the development of in-store visual merchandising style to support the company's commercial objectives and brand values.

- To monitor the visual merchandising in stores, making recommendations as appropriate
- To develop visual concepts which contribute positively to the customer perception of the stores
- To develop on shelf mechanisms promoting key deals/new merchandise
- To design and adapt new fixtures
- To analyse commercial effect of visual merchandising activity

### Knowledge/Skills/Experience

Graduate level education or equivalent in a relevant subject  
Visual Merchandising qualification  
Likely to have had several years' merchandising experience

# Retail Salary Survey

**11.31** **Space Planner**

**Job Level** 3

## Job Purpose

To maximise the use of space in store, thus enabling the delivery of the category/product business plan.

- To produce and maintain stocking plans
- To assist in proposing changes to space strategies and merchandising techniques to reflect the business plan and maximise customer satisfaction, sales and profitability

## Knowledge/Skills/Experience

Graduate level or equivalent with 2-3 years' experience in a related environment.  
Retail experience preferable.  
PC skills.

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**11.30** **Junior Merchandiser**

**11.32** **Merchandiser**

**11.41** **Senior Merchandiser**

**Job Level** 3 - Junior Merchandiser  
3 - Merchandiser  
4 - Senior Merchandiser

## Job Purpose

To be responsible for maximising profit potential.

- To achieve margin after discount targets through risk and markdown strategy
- To ensure promotional and clearance activity is phased in line with the defined markdown strategy to achieve profit potential and terminal stock objective
- To identify opportunities to improve sales performance
- To contribute to profit management through accurate forecasting and recommendations on action
- To be responsible for range reviews, range meetings, range analysis and price architecture
- To manage flow of goods into the business from suppliers to stores

## Knowledge/Skills/Experience

Graduate level education or equivalent.

11.30 Junior Merchandiser - matches at this level will have had several years' progressive experience in merchandising. Job holders will require supervision and may report to Senior Merchandiser

11.32 Merchandiser - likely to have had several years' merchandising experience in relevant sector

11.41 Senior Merchandiser - likely to have significant merchandising experience. The Senior Merchandiser will be responsible for bigger product area, will manage more people and may deputise for the manager

# Retail Salary Survey

**11.42** **Space & Range Manager**

**Job Level** 4

**Alternative Title/s** Lead Space Planner

## Job Purpose

To assist stores and the centre in the use of store space, macro and micro, both on shelf and off shelf, to ensure the agreed space usage strategies are achieved and sales are maximised in allocated stores.

- To review existing space usage and to identify opportunities to improve
- To assist stores with space issue problems

## Knowledge/Skills/Experience

Graduate level education or equivalent  
Likely to have had a minimum of 5 years' experience in retail stores/field  
PC literate

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**11.51** **Merchandising Manager**

**Job Level** 5

**Alternative Title/s** Head of Merchandising

## Job Purpose

To be responsible for profitable sales through effective financial, range and inventory planning and management.

- To act as a key member of the management team to develop strategies across the business
- To develop merchandise sales, store stock, markdown and gross margin plans to support all merchandise strategies; to review past performance to develop merchandising strategy
- To ensure Merchandisers are managing the volume of stock profitably optimising stock levels and phasing intake to the agreed plan
- To ensure range plans reflect company strategy. To establish a planning calendar. To ensure all planning deadlines are met
- To co-ordinate space planning in conjunction with Buying team
- To monitor sales and inventories and take necessary action to optimise sales and margin
- To ensure Merchandising team react effectively to sales trends and seasons
- To agree supply chain strategy with Buying Manager/Head of Buying. To ensure supplier performance is monitored by Merchandisers
- To manage Merchandising team

## Knowledge/Skills/Experience

Graduate level education or equivalent  
Likely to have had extensive relevant experience in retailing with experience at senior levels

# Retail Salary Survey

## 11.52 Visual Merchandising Manager

**Job Level** 5

### Job Purpose

To lead the development of visual merchandising through developing and implementing display principles which reinforce company brand and drive profitable sales.

- To be responsible for design and refinement of key display principles including listed space, seasonal space and promotional space
- To ensure that category display principles are agreed with each key category and that planogram design adheres to those principles
- To be responsible for development of on-shelf mechanisms promoting key deals/new merchandise
- To lead the design development of new fixtures and adaptation of existing fixtures
- To liaise closely with brand communications team to incorporate existing point of sales material into merchandising
- To keep up-to-date with merchandising development to ensure that company merchandising is innovative and creative
- To manage the Display Team

### Knowledge/Skills/Experience

Graduate level education or equivalent

Likely to have had extensive relevant experience in retailing with experience at senior levels

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## 11.61 Head of Merchandising

**Job Level** 6

### Job Purpose

Responsible for the Merchandising operation of the company.

- To be responsible for medium and long term planning for Merchandising
- To be responsible for strategic planning for Merchandising function
- To have overall responsibility for Merchandising team

### Knowledge/Skills/Experience

Graduate level education or equivalent

Extensive experience within a retail merchandising function with several years' experience of operating at a senior level

**Note:** This is not a Director level job. Job holders report to Director level.

# Retail Salary Survey

## Technologists (12)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 12.01 Technology Assistant
- 12.21 Assistant Technologist
- 12.31 Technologist
- 12.32 Product Developer
- 12.33 Product Safety Manager
- 12.34 Packaging Technologist
- 12.35 Regional Visual Presentation Manager *\*at risk\**
- 12.41 Senior Technologist
- 12.51 Technology Manager

### **Jobs Listing by Job Family**

- 12.01 Technology Assistant
- 12.21 Assistant Technologist
- 12.31 Technologist
- 12.34 Packaging Technologist
- 12.41 Senior Technologist
- 12.35 Regional Visual Presentation Manager *\*at risk\**
- 12.32 Product Developer
- 12.33 Product Safety Manager
- 12.51 Technology Manager



## Retail Salary Survey

**12.01** **Technology Assistant**

**Job Level** 0

**Alternative Title/s** Trainee Technologist

### **Job Purpose**

To provide support to the department.

- To set up and manage technology process charts
- To administer product packaging details
- To deal with pre-shipment inspection paperwork
- To chase test reports, samples, etc.

### **Knowledge/Skills/Experience**

Good general education  
Keyboard skills

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**12.21** **Assistant Technologist**

**Job Level** 2

**Alternative Title/s** Quality Technologist  
Quality Assurance Technologist

### **Job Purpose**

To support the quality and value of the products by ensuring that the company's standards for quality and safety are implemented effectively.

- To provide relevant data to enable assessment of suppliers and analysis of issues surrounding returns, late deliveries and reworks
- To comment on new products as required
- To be responsible for day to day progressing, e.g. samples, grades

### **Knowledge/Skills/Experience**

Graduate level education or equivalent  
Expected to develop industry knowledge  
This may be a position for a new graduate in a relevant discipline

## Retail Salary Survey

**12.31** **Technologist**

**Job Level** 3

**Alternative Title/s** QA Engineer

### **Job Purpose**

To maintain and improve the quality and value of the products through applied technology within their product area.

- To analyse historical data - suppliers' appraisals, returns rates, late deliveries
- To work with the product teams to make recommendations for strategies for their areas
- To identify possible new suppliers
- To work with design on latest materials and trends
- To input into development of appropriate new products
- To ensure samples are approved and product is signed off

### **Knowledge/Skills/Experience**

Graduate level or equivalent in an appropriate discipline, e.g. Fabric Technology  
Likely to have had a minimum of 3 years' relevant experience

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**12.32** **Product Developer**

**Job Level** 3

### **Job Purpose**

To develop products as directed from concept design to launch.

- To ensure products reflect the marketing brief, are value adding and in line with quality, safety, integrity and legal requirements
- To design the commercial, competitive, quality and functional aspects of the product using creativity and effective translation of the customer needs into deliverable product
- To liaise with product technologists and product safety team on gaining product safety approval and technical specification sign off
- To sign off final artwork
- To lead and own the analysis of product performance targets post launch.
- To lead and promote creativity both internally and externally to encourage proactivity in innovative product trend and idea generation

### **Knowledge/Skills/Experience**

Degree calibre  
3-5 years' experience in product development  
Extensive knowledge of manufacturing processes  
Knowledge of brand management

# Retail Salary Survey

## 12.33 **Product Safety Manager**

**Job Level** 3

### **Job Purpose**

To evaluate and advise on the risks presented by new products and their manufacture. To ensure all safety considerations have been addressed and documented prior to approval for sale.

- To plan and conduct appropriate safety audits of suppliers to ensure compliance with safety requirements
- To conduct surveillance projects to establish the integrity of products to provide additional assurance of product quality, safety and legality within budgetary targets
- To provide advice on product safety issues in response to identified incidents, new product development, proposed changes in supplier manufacturing processes and customer complaints
- To assist in writing technical guidelines/policies and position statements to address product safety issues
- To prepare and conduct technical training and presentations to improve understanding of product safety
- To conduct safety assessments of new operational practices to identify hazards and to make recommendations to control the risks

### **Knowledge/Skills/Experience**

Graduate in appropriate technical subject, e.g. microbiology  
MSc/PhD in related subject  
Auditing experience

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## 12.34 **Packaging Technologist**

**Job Level** 3

### **Job Purpose**

To support the delivery of packaging strategy. Where possible to improve packaging performance whilst maintaining quality and cost effectiveness.

- To create complete product and category project plans
- To ensure progress against agreed targets
- To establish and deliver packaging cost reduction opportunities for business units
- To work with relevant teams to develop packaging strategy at product and category level
- To support colleagues, e.g. Product Developers, Technologists, Buyers, as well as suppliers through provision of packaging expertise

### **Knowledge/Skills/Experience**

Graduate calibre  
Packaging qualifications  
5+ years' relevant experience  
Computer literate

# Retail Salary Survey

## 12.35 Regional Visual Presentation Manager

**Job Level** 3

### Job Purpose

To provide visual expertise to enable stores to deliver high visual and product presentation standards to maximise profitable sales growth and to create a unique customer focussed shopping environment.

- To lead and develop a regional visual presentation team
- To train and develop the team's skill base, knowledge and experience
- To provide line management support to the team as needed
- To support team on key store visits

### Knowledge/Skills/Experience

Minimum A level education  
Likely to have a formal relevant diploma or degree  
Retail experience

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## 12.41 Senior Technologist

**Job Level** 4

**Alternative Title/s** QA Manager

### Job Purpose

To maintain and improve the quality and value of the products through applied technology within their product area.

- To analyse historical data - suppliers' appraisals, returns rates, late deliveries
- To work with the product teams to make recommendations for strategies for their areas
- To identify possible new suppliers
- To work with design on latest materials and trends
- To input into development of appropriate new products
- To ensures samples are approved and product is signed off

### Knowledge/Skills/Experience

Graduate level or equivalent in an appropriate discipline, e.g. Fabric Technology  
Likely to have had at least 5 years' experience. Typically has management responsibilities.

# Retail Salary Survey

**12.51**

**Technology Manager**

**Job Level**

5

**Alternative Title/s**

Head of Merchandise Standards

## **Job Purpose**

To be responsible for ensuring that the quality and performance of designated products meet the requirements of customers in order to minimise returns and maximise profit.

- To work with buying, design and merchandise management to agree seasonal direction and establish critical paths for all stages of production process
- To agree overall quality standards
- To identify possible new suppliers and to keep up to date with new machinery, working practices, etc.
- To manage technical and quality issues

## **Knowledge/Skills/Experience**

Graduate level or equivalent in an appropriate discipline, e.g. Fabric Technology  
Extensive relevant experience including several years' experience at a senior level

# Retail Salary Survey

## Finance (13)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 13.01 Accounts Clerk
- 13.02 Senior Accounts Clerk
- 13.11 Part-qualified Accountant
- 13.21 Accountant - Entry Level
- 13.22 Accounts Supervisor
- 13.23 Financial Analyst 1
- 13.31 Accountant - Development Level
- 13.32 Accounts Section Head
- 13.33 Financial Analyst 2
- 13.41 Accountant - Established Level
- 13.42 Accounting Manager
- 13.43 Financial Analyst 3
- 13.44 Tax Accountant
- 13.45 Commercial Business Partner
- 13.51 Finance Manager
- 13.52 Senior Commercial Business Partner
- 13.61 Financial Controller

### **Jobs Listing by Job Family**

- 13.01 Accounts Clerk
- 13.02 Senior Accounts Clerk
- 13.11 Part-qualified Accountant
- 13.22 Accounts Supervisor
- 13.32 Accounts Section Head
- 13.21 Accountant - Entry Level
- 13.31 Accountant - Development Level
- 13.41 Accountant - Established Level
- 13.42 Accounting Manager
- 13.23 Financial Analyst 1
- 13.33 Financial Analyst 2
- 13.43 Financial Analyst 3
- 13.44 Tax Accountant
- 13.45 Commercial Business Partner
- 13.52 Senior Commercial Business Partner
- 13.51 Finance Manager
- 13.61 Financial Controller

## Retail Salary Survey

**13.01**

**Accounts Clerk**

**Job Level**

0

**Alternative Title/s**

Invoice Processing Clerk  
Accounts Assistant  
Finance Assistant

### **Job Purpose**

Job holder will have designated routine accounting responsibilities which may include: invoice processing, resolving queries, control of cash payments, preparation of monthly bank reconciliations, control of submission of letters of credit, preparation of cash flow forecasts, etc.

Match any routine level Clerk in the accounts section, other than Pay/Wages Clerk, where no seniority is recognised.

### **Knowledge/Skills/Experience**

GCSE level education or equivalent.

Likely to have had at least 1 year's experience in an accounts area.

Keyboard skills

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**13.02**

**Senior Accounts Clerk**

**Job Level**

0

### **Job Purpose**

To deal with administration of designated accounting responsibilities which may include invoice processing, resolving queries, control of cash payments, preparation of monthly bank reconciliations, control of submission of letters of credit, preparation of cash flow forecasts, etc., working to strict deadlines. The Senior Accounts Clerk would normally give guidance to routine level Clerks.

Seniority must be recognised by some feature of the pay structure, e.g. grade or enhancement.

### **Knowledge/Skills/Experience**

GCSE level education or equivalent

Typically at least 3 years' accounts experience

# Retail Salary Survey

## 13.11 Part-Qualified Accountant

**Job Level** 1

### Job Notes

Match any individuals in accounts who have passed part of the accounting qualification and are actively working towards full qualification.

### Note

Do not match individuals who are not expected to make progress towards full qualification.

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## 13.21 Accountant - Entry Level

**Job Level** 2

### Job Notes

Match any recently qualified Accountant working in the Finance area. The job holder will have responsibilities for financial/management accounting but will not have managerial responsibilities.

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Qualified Accountant  
Likely to have had less than 1 year's experience



## Retail Salary Survey

**13.22** **Accounts Supervisor**

**Job Level** 2

**Alternative Title/s** Team Leader

### **Job Notes**

To be responsible for the day to day activities of a section of an accounting function with some subordinate staff.

### **Knowledge/Skills/Experience**

May be a qualified or part qualified Accountant or a well-experienced unqualified job holder.

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**13.23** **Financial Analyst 1**

**Job Level** 2

**Alternative Title/s** Business Analyst

### **Job Purpose**

To support the company strategic business plan through providing financial support to a designated function or number of functions.

- To support the function team providing a financial advisory service as required
- Within the team to help to develop understanding of the relationship between commercial decisions and financial performance
- To prepare information on function costs, sales, profit margins, etc., as needed
- To prepare forecasts; to input into business planning liaising with financial function ensuring that plans conform to corporate strategy
- To prepare and advise on budgets, to monitor costs vs budgets and investigate any variance

### **Knowledge/Skills/Experience**

Likely to be a qualified or part-qualified Accountant or a well-experienced unqualified job holder  
Will have had relevant commercial experience

## Retail Salary Survey

**13.31** **Accountant - Development Level**

**Job Level** 3

### **Job Purpose**

Match any qualified Accountants working in the Finance area who have had some post-qualification experience but are still expected to make progress in the company.

The job holder will have responsibilities for financial/management accounting and may have some managerial responsibilities.

### **Knowledge/Skills/Experience**

Graduate level education or equivalent

Qualified Accountant

Likely to have had between 1 and 4 years' post-qualification experience

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**13.32** **Accounts Section Head**

**Job Level** 3

**Alternative Title/s** Senior Accounts Supervisor  
Senior Team Leader

### **Job Notes**

To be a match here the job holder must be a second line Accounts Supervisor, i.e. a Supervisor of a large accounts section with Supervisors or Team Leaders of smaller teams reporting.

### **Knowledge/Skills/Experience**

May be a qualified or part qualified Accountant or a well-experienced unqualified job holder.

Will have had experience as an Accounts Supervisor or a Team Leader of a smaller accounts team.

## Retail Salary Survey

### 13.33 **Financial Analyst 2**

**Job Level** 3

**Alternative Title/s** Business Analyst

#### **Job Notes**

To support the company strategic business plan through providing support to a designated function or functions.

- To provide financial advice to management in the function on budgeting, financial strategy, business planning as required
- To promote understanding of the relationship between commercial decisions and financial performance
- To analyse information on function costs, sales, profit margins, etc., and advise management accordingly
- To prepare forecasts, to input into business planning liaising with financial function ensuring that plans conform to corporate strategy
- To prepare and advise on budgets, to monitor costs vs budgets and investigate any variance

#### **Knowledge/Skills/Experience**

Graduate level education or equivalent

Likely to be a qualified Accountant or have another, numerate, qualification e.g. MBA

Will have had several years' post-qualification, commercial experience

IT literate

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### 13.41 **Accountant - Established Level**

**Job Level** 4

#### **Job Notes**

Match any fully Qualified Accountant providing financial/budgetary advice, control, etc., at a senior level but where the job does not have significant managerial/people responsibility.

Job matches here may be specialist Accountants, e.g. Systems Accountant.

#### **Knowledge/Skills/Experience**

Graduate level education or equivalent

Qualified Accountant

Likely to have had several years' post-qualification experience

IT literate

## Retail Salary Survey

### 13.42 Accounting Manager

**Job Level** 4

#### **Job Purpose**

To be responsible for a section of the financial function with qualified Accountants, part-qualified Accountants and Accounts Clerks reporting. This could be financial accounting, management accounting, credit control, taxation, treasury, etc.

#### **Knowledge/Skills/Experience**

Qualified Accountant or with good standard of education and equivalent relevant experience  
Significant post-qualification appropriate working experience  
IT literate

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### 13.43 Financial Analyst 3

**Job Level** 4

**Alternative Title/s** Business Analyst

#### **Job Purpose**

To support the company strategic business plan through providing leadership to the development of business planning, working closely with designated functions.

- To provide high level, financial advice to senior management in the organisation on budgeting, financial strategy, business planning as required
- To promote understanding of the relationship between commercial decisions and financial performance
- To analyse information on function costs, sales, profit margins, etc., and advise management accordingly
- To ensure that forecasts are prepared in accordance with agreed corporate planning
- To advise on budgets, costs, variances, etc., as required

#### **Knowledge/Skills/Experience**

Graduate level education or equivalent  
Likely to be a qualified Accountant or have another, numerate, qualification e.g. MBA  
Will have had extensive post-qualification, commercial experience  
IT literate

## Retail Salary Survey

**13.44** **Tax Accountant**

**Job Level** 4

### Job Notes

To be responsible for the tax affairs of the company

- To liaise as required with statutory authorities, e.g. HMRC
- To advise on tax issues
- To issue guidelines on tax issues to line management

### Knowledge/Skills/Experience

Graduate level education or equivalent

Qualified Accountant

Likely to have had several years' post-qualification experience

IT literate

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**13.45** **Commercial Business Partner**

**Job Level** 4

**Alternative Title/s** Finance Business Partner

### Job Notes

To provide financial information to assigned teams. To support and, where needed, challenge the commercial decision making of the team/s.

- To provide consistent, timely and appropriate finance business partnering
- To communicate in a targeted and effective way; to add value by providing financial expertise
- To develop robust relationships with key stakeholders within the designated business team/s
- To provide accurate and timely management information
- To undertake financial forecasts and to monitor budgets
- To highlight opportunities and risks in line with overall business objectives
- To support business partners in the business planning process
- To analyse costs and report on variances; to review and challenge spend vs budgets

### Knowledge/Skills/Experience

Graduate level education or equivalent

Professional qualification – ACA, CIMA, ACCA or equivalent

Job holder will have had 3-5 years' experience of commercial finance business partnering

# Retail Salary Survey

## 13.51 Finance Manager

**Job Level** 5

### Job Purpose

To be responsible for a financial function with qualified Accountants, part-qualified Accountants and Accounts Clerks reporting.

- To ensure that company meets financial requirements in terms of statutory reporting
- To ensure that financial controls are in place within the company
- To advise senior management

In larger companies this level could be responsible for a particular section within finance.

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Qualified Accountant  
Extensive experience, some at management level.  
IT literate

### Job Factor

For Finance Manager please also indicate your job holder's specialism where it is relevant:

- 1 = Tax
- 2 = Audit
- 3 = Treasury

Otherwise leave this column blank.

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## 13.52 Senior Commercial Business Partner

**Job Level** 5

**Alternative Title/s** Senior Finance Business Partner

### Job Purpose

To ensure the provision of financial information to assigned teams. To ensure that the commercial decision-making of the business team/s are supported and, where needed, challenged.

- To provide consistent, timely and appropriate finance business partnering
- To communicate in a targeted and effective way; to add value by providing financial expertise
- To develop robust relationships with key stakeholders within the designated business team/s
- To ensure the provision of accurate and timely management information
- To co-ordinate and implement the budgeting and financial forecasting processes
- To ensure that areas of risk are identified and to coach business partners on commercial risk and control
- To coach and mentor business partners
- May lead a small team

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Professional qualification – ACA, CIMA, ACCA or equivalent  
Job holder will have had a minimum of 5 years' commercial finance business partnering experience

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# Retail Salary Survey

**13.61** **Financial Controller**

**Job Level** 6

**Alternative Title/s** Head of Finance

## **Job Purpose**

To have overall responsibility for the financial function.

- To be responsible for overall day to day control of company financial and management accounting activity
- To be responsible for development and implementation of financial controls
- To ensure company statutory obligations in terms of financial reporting are met
- To advise senior management

**Note:** This is the most senior Financial role which is not a Director level job.

## **Knowledge/Skills/Experience**

Graduate level education or equivalent

Qualified Accountant

Extensive experience with several years' experience at a senior level.

IT literate

# Retail Salary Survey

## Payroll (14)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 14.01 Payroll Administrator
- 14.11 Senior Payroll Administrator
- 14.21 Payroll Supervisor
- 14.31 Payroll Manager



## Retail Salary Survey

<b>14.01</b>	<b>Payroll Administrator</b>
<b>Job Level</b>	0
<b>Alternative Title/s</b>	Payroll Assistant Payroll Clerk Finance Assistant Payroll

### **Job Purpose**

To administer designated payroll records.

- To ensure that employees are paid accurately and on time
- To ensure that company policy and statutory legislation governing pay are adhered to
- To deal with queries arising from employees and external agencies as necessary
- To work to strict deadlines

### **Knowledge/Skills/Experience**

GCSE level standard of education or equivalent

Likely to have had at least 1-2 years' experience in an accounting environment

Keyboard skills

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<b>14.11</b>	<b>Senior Payroll Administrator</b>
<b>Job Level</b>	1
<b>Alternative Title/s</b>	Payroll Advisor Senior Payroll Clerk

### **Job Purpose**

To administer designated payroll records to ensure that employees are paid accurately and on time.

- To ensure that company policy and statutory legislation governing pay are adhered to
- To deal with queries arising from employees and external agencies as necessary
- To work to strict deadlines
- To give advice and support to more junior levels of staff
- May oversee work of more junior levels

### **Knowledge/Skills/Experience**

GCSE level standard of education or equivalent

Likely to have had several years' experience in a payroll section

Keyboard skills

# Retail Salary Survey

**14.21** **Payroll Supervisor**

**Job Level** 2

**Alternative Title/s** Payroll Team Leader

## **Job Purpose**

To co-ordinate a team of staff responsible for the administration of payroll.

- To support and coach payroll staff
- To organise and plan workloads in order to ensure that work is completed accurately and on time
- To deal with escalated queries arising in pay as necessary

Will supervise teams of up to 20 Payroll Administrators.

## **Knowledge/Skills/Experience**

GCSE level standard of education or equivalent

Significant payroll experience

Knowledge of legislation governing PAYE and National Insurance and other statutory liabilities

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**14.31** **Payroll Manager**

**Job Level** 3

**Alternative Title/s** Manager Salaries Office

## **Job Purpose**

To manage payroll section.

- To ensure that the company is in a position to pay employees accurately and on time
- To ensure section complies with company policies and procedures, employee contracts and government legislation
- To provide timely and accurate financial and statistical information to all relevant areas of the business
- To manage Payroll Department through Payroll Supervisors including recruitment and training
- To deal with escalated problems and queries
- To advise on legislation changes as they relate to payroll

## **Knowledge/Skills/Experience**

A level standard of education or equivalent

Extensive payroll experience including experience at supervisor level

Thorough knowledge of legislation governing PAYE and National Insurance and other statutory liabilities

Good understanding of standard accounting procedures

# Retail Salary Survey

## HR (15)

*In each job, the survey code for each job is shown followed by the survey job title.*

15.01 HR Administrator  
15.11 HR Co-ordinator  
15.21 HR Officer  
15.22 Employee Relations Advisor  
15.23 Recruitment Advisor  
15.24 HR Operations Analyst  
15.31 Senior HR Officer  
15.32 HR Analyst  
15.33 Senior Employee Relations Advisor  
15.34 Recruitment Manager  
15.41 Regional HR Manager  
15.42 Reward Manager  
15.43 HR Manager  
15.44 Employee Relations Manager  
15.45 HR Systems Manager  
15.51 Senior HR Manager  
15.52 Manager HR Shared Services  
15.61 Head of HR

### **Jobs Listing by Job Family**

15.01 HR Administrator  
15.11 HR Co-ordinator  
15.21 HR Officer  
15.31 Senior HR Officer  
15.41 Regional HR Manager  
15.43 HR Manager  
15.51 Senior HR Manager  
15.22 Employee Relations Advisor  
15.33 Senior Employee Relations Advisor  
15.44 Employee Relations Manager  
15.23 Recruitment Advisor  
15.34 Recruitment Manager  
15.24 HR Operations Analyst  
15.32 HR Analyst  
15.42 Reward Manager  
15.45 HR Systems Manager  
15.52 Manager of HR Shared Services  
15.61 Head of HR

## Retail Salary Survey

<b>15.01</b>	<b>HR Administrator</b>
<b>Job Level</b>	0
<b>Alternative Title/s</b>	Personnel Administrator Recruitment Administrator

### **Job Purpose**

To provide a support service to the HR team.

- To deal with the routine administration and personnel records of the HR office
- May be responsible for temporary recruitment or the recruitment of junior staff
- To deal on a routine basis with insurance, sickness, benefits, etc.
- To provide information on company HR policies and employment terms as required

### **Knowledge/Skills/Experience**

Typically 'A' level standard/NVQ3 or equivalent or GCSE with appropriate experience  
Able to work independently with some guidance and supervision  
This role is frequently filled by a job holder who is usually a well-experienced Secretary/Administrator but with no professional personnel qualifications  
Able to deal with routine problems

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<b>15.11</b>	<b>HR Co-Ordinator</b>
<b>Job Level</b>	1
<b>Alternative Title/s</b>	Personnel Assistant

### **Job Purpose**

To assist in the provision of an HR service to the company.

- To liaise within the company on HR requirements
- To advise line managers on HR policies and procedures
- To co-ordinate new recruit induction programme
- May liaise with external service providers – trainers, recruitment agencies.

### **Knowledge/Skills/Experience**

Graduate level education  
CIPD or working toward qualification  
Some retail experience

# Retail Salary Survey

<b>15.21</b>	<b>HR Officer</b>
<b>Job Level</b>	2
<b>Alternative Title/s</b>	Regional HR Officer HR Advisor

## **Job Purpose**

To provide a Human Resources advisory service for a designated group of employees (e.g. stores, head office).

- To ensure fair, reasonable, practical and commercial solutions in HR
- To support Head Office resourcing team
- To evaluate current working practices to identify improvements
- To participate in development programmes, e.g. for management trainees
- To assist with recruitment
- May be required to deliver some training

## **Knowledge/Skills/Experience**

Graduate level standard of education or equivalent  
Likely to have had a minimum of 2 years' generalist HR experience  
Preferably CIPD qualified or working towards CIPD membership

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<b>15.22</b>	<b>Employee Relations Advisor</b>
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<b>Job Level</b>	2
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## **Job Purpose**

To provide an Employee Relations (ER) advisory service on a range of ER matters, ensuring that the business complies with legal requirements. To develop management knowledge in ER matters. To support delivery of ER and HR strategies.

- To provide consistent, accurate and timely advice to line managers ensuring that staff are dealt with firmly and fairly and that most commercial decision is reached whilst adhering to company policies
- To coach line management in managing employee relations
- To keep up-to-date with employment legislation and trends and ensure business is compliant
- To brief management in employment law changes

## **Knowledge/Skills/Experience**

Graduate level standard of education or equivalent  
Likely to have had a minimum of 2 years' generalist HR experience with ER activity  
Preferably CIPD qualified or working towards CIPD membership

# Retail Salary Survey

## 15.23 Recruitment Advisor

**Job Level** 2

### Job Purpose

To contribute to the development and maintenance of recruitment policies and processes ensuring that the employment branding and attraction methods effectively meet business needs.

- To build effective relationships with line managers and external suppliers
- To ensure that policies and processes are followed so that the recruitment teams can deliver an effective service
- To support the Recruitment Manager in reviewing effectiveness of policies, developing and updating the employee branding, creating screening criteria and selection methods for generic roles
- To maintain recruitment database
- To develop templates for internal and external employment advertisements
- To maintain knowledge of competitor activity

### Knowledge/Skills/Experience

Graduate level standard of education or equivalent  
Likely to have had a minimum of 2 years' generalist HR experience with recruitment activity  
Preferably CIPD qualified or working towards CIPD membership

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## 15.24 HR Operations Analyst

**Job Level** 2

### Job Purpose

To support the delivery of HR systems and tools, HR analytics and insights, projects and process improvement for the designated area of operation.

- To be the expert for a number of HR systems. To ensure that users of HR systems and tools are supported across the designated section of the company
- To liaise within the company to understand the application of systems and tools to the designated region and to represent the needs of own region
- To provide support for the HR systems and tools. To deal with escalated queries from HR teams in the designated region. To escalate queries as needed
- To communicate system outages and performance issues to end users and business partners
- To monitor use and efficacy of systems and tools. To identify possible improvements to systems
- To train new users. To develop and maintain training materials
- To deliver regular and ad-hoc HR data reports providing insights and analysis to support business decisions; to help business partners use/understanding of reports
- As directed, to drive execution of HR projects for the designated area
- To undertake additional administrative/analysis tasks as required

### Knowledge/Skills/Experience

Degree level education (or equivalent)  
Experience of HR operations/analytics  
Computer literate

# Retail Salary Survey

15.31

**Senior HR Officer**

**Job Level**

3

**Alternative Title/s**

Senior HR Advisor  
Assistant Regional HR Manager  
Branch Business Partner

## **Job Purpose**

To provide a Human Resources service for a designated group of employees (e.g. stores, head office).  
To ensure that corporate HR strategy is implemented.

- To develop and implement HR policies and solutions appropriate to the business
- To develop succession and recruitment strategies for designated area
- To advise management on implementation of company HR policies
- To evaluate current working practices to identify improvements
- To provide an HR context for business planning and decision-making
- To develop and implement employee development programmes
- To provide direction and coaching to less experienced colleagues

## **Knowledge/Skills/Experience**

Graduate level standard of education or equivalent  
Likely to have had 3-4 years' generalist HR experience  
CIPD qualified

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15.32

**HR Analyst**

**Job Level**

3

**Alternative Title/s**

Compensation & Benefits Analyst  
Personnel Analyst  
Reward Analyst

## **Job Purpose**

To support the development and implementation of organisation reward strategies.

- To support the development and implementation of compensation and benefits strategies in line with company policy
- To monitor and advise on the organisation's competitive position in the market place
- To liaise with line managers giving advice as required on compensation and benefit matters
- To maintain job evaluation/grading system
- To take part as directed in salary and benefit surveys, HR groups, etc.
- To ensure efficient pay review process and other cyclical reward programmes

## **Knowledge/Skills/Experience**

Graduate level standard of education or equivalent  
CIPD qualified  
This position will be held by an experienced HR professional who will have had a generalist background before specialising  
Likely to have had a minimum of 2 years in compensation and/or benefits role

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# Retail Salary Survey

15.33

## Senior Employee Relations Advisor

Job Level

3

### Job Purpose

To provide an Employee Relations (ER) advisory service on a range of ER matters, ensuring that the business complies with legal requirements. To develop management knowledge in ER matters. To ensure delivery of ER and HR strategies.

- To provide consistent, accurate and timely advice to line managers to help them adhere to company and statutory policies whilst achieving their commercial objectives
- To coach line management in managing employee relations
- To keep up-to-date with employment legislation and trends and ensure business is compliant
- To brief management in employment law changes
- To provide direction and coaching to less experienced colleagues

### Knowledge/Skills/Experience

Graduate level standard of education or equivalent  
Likely to have had a minimum of 4 years' generalist HR experience with ER activity  
CIPD qualified

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15.34

## Recruitment Manager

Job Level

3

### Job Purpose

To provide a recruitment service, ensuring that the company has robust policies and processes for employment branding, attraction and selection

- To develop and ensure implementation of recruitment strategies
- To support management in recruitment needs
- To provide specialist advice on recruitment to stores and head office
- To ensure recruitment team delivers an effective service
- To evaluate effectiveness of recruitment policies and processes and review in line with business needs
- To manage tendering process for suppliers; to agree and maintain approved supplier list
- To manage and develop recruitment team

### Knowledge/Skills/Experience

Graduate level standard of education or equivalent  
Likely to have had generalist HR experience with extensive experience in recruitment  
CIPD qualified



# Retail Salary Survey

15.41

## Regional HR Manager

**Job Level**

4

**Alternative Title/s**

Divisional Personnel Manager  
Regional Personnel Controller  
Regional Business Partner

### Job Purpose

To provide a Human Resources service for stores to assist with the business and staff needs of the region.

- To develop succession and recruitment strategies
- To influence HR policy
- To coach and support the regional/area/store management on the fair and consistent interpretation and implementation of HR policies and procedures
- To coach regional teams on dealing with HR issues
- To develop and implement employee development programmes
- To review current practices and policies and to determine objectives
- To manage and develop team of Assistant Regional HR Managers

### Knowledge/Skills/Experience

Graduate level standard of education or equivalent

Significant relevant HR experience

CIPD qualified

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15.42

## Reward Manager

**Job Level**

4

**Alternative Title/s**

Compensation & Benefits Manager

### Job Purpose

To be responsible for development and implementation of organisation reward strategies which drive business performance improvement through increasing motivation and attracting and retaining good performers. To ensure organisation is competitive in the market place.

- To develop and implement compensation and benefit strategies in line with corporate policy
- To monitor compensation and benefit developments; to participate in appropriate surveys
- To ensure efficient pay review process and other cyclical reward programmes
- To provide pay and benefits consultancy service to line management
- To manage reward team

### Knowledge/Skills/Experience

Graduate level education or equivalent

CIPD qualified

Extensive experience in HR with several years in a compensation and/or benefits role

# Retail Salary Survey

<b>15.43</b>	<b>HR Manager</b>
<b>Job Level</b>	4
<b>Alternative Title/s</b>	HR Business Partner

## Job Purpose

To influence, develop and implement HR policies and solutions appropriate to the business. To ensure HR projects for assigned area are delivered on time and in line with company policy. To provide HR context and perspective for business planning and decision making.

- To manage programmes ensuring HR projects meet business requirements and deadlines
- To advise senior management in assigned business area to ensure consistency of priorities
- To inform and coach senior management in people management and change management activity
- To work with other HR Managers/HR Business Partners to ensure that policy developments are appropriate for area/areas of responsibility
- To manage designated element of HR budget

## Knowledge/Skills/Experience

Graduate level standard of education or equivalent  
Extensive relevant HR experience  
CIPD qualified

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<b>15.44</b>	<b>Employee Relations Manager</b>
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<b>Job Level</b>	4
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## Job Purpose

To be responsible for development and implementation of a policy and procedure framework for the business which ensures legal compliance and required standard of employee experience. To ensure that line management are trained to manage people effectively.

- To ensure business complies with legal and statutory obligations
- To develop and publish policy and procedure possibly including maintenance of HR manual/handbook
- To keep up-to-date with employment legislation and trends and develop appropriate plans
- To provide education and training to line management to ensure compliance and positive employee experiences
- To manage complex employee issues which may arise
- To deal with escalated disciplinary and grievance procedures

## Knowledge/Skills/Experience

Graduate level education or equivalent  
CIPD qualified  
Extensive experience in an ER or other generalist role

# Retail Salary Survey

<b>15.45</b>	<b>HR Systems Manager</b>
<b>Job Level</b>	4
<b>Alternative Title/s</b>	HR Information Manager

## Job Purpose

To be responsible for management, production and provision of HR information to the business in order to provide the capability to monitor risk and focus on cost savings and profit protection.

- To provide information for identified risk areas to allow management of corporate risk/cost control
- To undertake projects to provide support to line managers
- To identify systems enhancements/improvements to ensure quality and availability of data
- To undertake quality assurance on data provision
- To co-ordinate requests for data/information to avoid duplication
- To provide trend and historical data through maintenance of HR library
- To undertake benchmarking activity

## Knowledge/Skills/Experience

Graduate level education or equivalent  
CIPD qualified  
Extensive experience in retail roles

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<b>15.51</b>	<b>Senior HR Manager</b>
<b>Job Level</b>	5
<b>Alternative Title/s</b>	Senior HR Business Partner

## Job Purpose

To initiate, develop and implement HR policies and solutions appropriate to the business. To ensure HR projects for assigned area are delivered on time and in line with company policy. To provide HR context and perspective for business planning and decision making.

- To manage programmes ensuring HR projects meet business requirements and deadlines
- To advise senior management in assigned business area to ensure consistency of priorities
- To inform and coach senior management in people management and change management activity
- To work with other HR Managers/HR Business Partners to ensure that policy developments are appropriate for area/areas of responsibility
- To manage designated element of HR budget
- To manage and develop HR Manager and/or Assistant Manager

## Knowledge/Skills/Experience

Graduate level standard of education or equivalent  
Extensive relevant HR experience  
CIPD qualified

# Retail Salary Survey

## 15.52 **Manager of HR Shared Services**

**Job Level** 5

### **Job Purpose**

To manage a shared service centre providing an HR service to the company. To ensure that facility meets agreed service levels efficiently and cost-effectively.

- To lead direct reports to ensure that the shared service centre delivers support to the business
- To be responsible for recruitment, coaching, development and performance of direct reports
- To work with line managers, HR Managers/Business Partners to ensure that they receive the HR support that they require
- To ensure that the shared service centre meets agreed service levels; to ensure that the service works flexibly to meet fluctuating business demands
- To manage shared service budget
- To drive continuous improvement in the centre
- To manage contractors as appropriate

### **Knowledge/Skills/Experience**

Graduate level standard of education or equivalent  
Extensive relevant HR experience  
CIPD qualified

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## 15.61 **Head of HR**

**Job Level** 6

### **Job Purpose**

To have overall day to day responsibility for the HR function.

- To be responsible for the HR function providing a full range of HR services
- To plan and develop HR function to ensure that the function meets the needs of the business in terms of the support provided
- To ensure that the HR strategy is implemented according to business plans
- To be responsible for company compliance with employment law
- To ensure effective systems for recruitment, employee relations, HR administration
- To have overall responsibility for HR department staff recruitment, development and training
- To define and control the HR department budget and standards
- To make recommendations on HR strategy to senior management

**Note:** This is the most senior HR role which is not a Director level job.

### **Knowledge/Skills/Experience**

Graduate level standard of education or equivalent  
Extensive relevant HR experience  
CIPD qualified  
Extensive experience with several years' experience at a senior level  
IT literate

# Retail Salary Survey

## Learning & Development (16)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 16.11 eLearning Developer
- 16.21 Learning & Development Officer
- 16.31 Senior Learning & Development Officer
- 16.41 Regional Learning & Development Manager
- 16.42 Talent Manager
- 16.43 Learning & Development Manager
- 16.61 Head of Learning & Development

### **Jobs Listing by Job Family**

- 16.11 eLearning Developer
- 16.21 Learning & Development Officer
- 16.31 Senior Learning & Development Officer
- 16.41 Regional Learning & Development Manager
- 16.43 Learning & Development Manager
- 16.42 Talent Manager
- 16.61 Head of Learning & Development

## Retail Salary Survey

**16.11** **eLearning Developer**

**Job Level** 1

**Alternative Title/s** eLearning Designer

### **Job Purpose**

To create e-learning content and to contribute to the design and development of the e-learning package.

- To work with Learning & Development team to design and develop the online training materials
- To devise templates for training sessions
- To develop online content
- To ensure that approved content is prepared for delivery and uploaded into relevant systems
- To ensure that graphics contribute positively to the training experience; to work with designers on graphical content
- To ensure that training materials are kept up to date and amended as needed
- To be responsible for organisation of e-learning library

### **Knowledge/Skills/Experience**

Graduate level education or equivalent

Understanding of e-learning standards

Experience of relevant software packages including audio and video editing

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**16.21** **Learning & Development Officer**

**Job Level** 2

**Alternative Title/s** Retail Training & Development Officer  
Regional Training Officer

### **Job Purpose**

To provide expert advice, guidance and support for the development of managers, training of sales staff and the implementation and maintenance of all retail training initiatives.

- To gather data and analyse training needs and to develop training plans
- To recommend the most appropriate training solution and to evaluate the effectiveness of the training
- To prepare and present training sessions

### **Knowledge/Skills/Experience**

Graduate level standard of education or equivalent

Likely to have had 2 years' training experience preferably in the retail sector

Preferably CIPD qualified or working towards CIPD membership

## Retail Salary Survey

**16.31** **Senior Learning & Development Officer**

**Job Level** 3

**Alternative Title/s** Senior Training & Development Officer

### **Job Purpose**

To provide expert advice, guidance and support for the development of managers and senior staff. To contribute as needed to training for sales staff and to the implementation and maintenance of retail training initiatives.

- To make recommendations on training needs; to develop training plans
- To source the most appropriate training solution, to monitor performance of training suppliers and evaluate the effectiveness of the training
- To prepare and present training sessions
- To coach line managers in delivery of training to staff
- To manage a training budget

### **Knowledge/Skills/Experience**

Graduate level standard of education or equivalent  
Likely to have had 4 years' training experience preferably in the retail sector  
CIPD qualified

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**16.41** **Regional Learning & Development Manager**

**Job Level** 4

**Alternative Title/s** Retail Training Manager

### **Job Purpose**

To manage the training support across designated regions.

- To design and implement training and development strategies which contribute to the growth and changing needs of the business
- To review current practices and policies and to determine objectives
- To manage a training budget

### **Knowledge/Skills/Experience**

Graduate level standard of education or equivalent  
Significant relevant training experience  
CIPD qualified

# Retail Salary Survey

<b>16.42</b>	<b>Talent Manager</b>
<b>Job Level</b>	4
<b>Alternative Title/s</b>	Talent & Occupational Development Manager

## Job Purpose

To identify, develop and manage current and future talent, learning and competence in order to ensure that the company is able to meet its business and strategic plans. To manage talent development staff.

- To support business plans through providing corporate training and development solutions
- To carry out talent management needs analysis to identify corporate succession needs and to meet strategic and business plans
- To design and deliver development programmes to meet succession and development plans
- Deliver change programmes through Training team and outsourced consultants as needed
- To liaise with senior management to support succession planning and in achievement of objectives for talent management and training and development
- To integrate succession and development planning with performance management, reward, resourcing and employee relations policies, procedures and systems

## Knowledge/Skills/Experience

Graduate level standard of education or equivalent  
Likely to have had a minimum of 2 years' generalist HR experience  
CIPD qualified or appropriate post graduate qualification  
Experience in the retail sector or similar multi-site environment

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<b>16.43</b>	<b>Learning &amp; Development Manager</b>
<b>Job Level</b>	4
<b>Alternative Title/s</b>	Training & Development Manager Training Manager

## Job Purpose

To influence, develop and implement L & D policies and solutions appropriate to the business.

- To design and implement training and development strategies which contribute to the growth and changing needs of the business
- To analyse company training needs and develop training plans, procedures and training aids
- To review current practices and policies and to determine objectives
- To manage a training budget
- To devise policies and procedures for career development of key personnel
- To manage Learning & Development staff
- To be responsible for training and development of Learning & Development staff
- May manage appraisal process

## Knowledge/Skills/Experience

Graduate level education or equivalent  
CIPD qualified  
Significant experience in Learning and Development, some of which will have been in retail

Alan Jones & Associates



# Retail Salary Survey

**16.61**

**Head of Learning & Development**

**Job Level**

6

**Alternative Title/s**

Head of Training & Development  
Associate Director Training & Development

## **Job Purpose**

To be responsible for the day to day control of the Learning & Development function.

- To plan and develop the function to ensure that it meets the needs of the business in terms of support provided
- To make recommendations on Learning & Development strategy to senior management
- To ensure that the Learning & Development strategy is implemented according to business plans
- To have overall responsibility for department staff recruitment, development and training
- To define and control the Learning & Development department budget and standards

## **Knowledge/Skills/Experience**

Graduate level standard of education or equivalent

CIPD qualified

Extensive relevant Learning & Development experience with several years' experience at a senior level

# Retail Salary Survey

## Legal (17)

*In each job, the survey code for each job is shown followed by the survey job title.*

17.01 Legal Administrator  
17.11 Legal Officer  
17.31 Assistant Company Secretary  
17.32 Solicitor 1  
17.41 Solicitor 2  
17.51 Solicitor 3  
17.42 Compliance Manager  
17.61 Head of Legal

## Retail Salary Survey

**17.01** **Legal Administrator**

**Job Level** 0

**Alternative Title/s** Secretarial Assistant

### Job Purpose

To provide support to the department assisting with all aspects of the work and dealing with for example:

- maintaining statutory records
- alcohol licensing for stores
- music licensing for stores
- assisting with administration of share scheme
- maintaining confidential files
- dealing with routine Stock Exchange administration and filing documentation
- secretarial support to department
- other duties as directed

### Knowledge/Skills/Experience

Minimum GCSE level education or equivalent  
Likely to have had several years' secretarial experience

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**17.11** **Legal Officer**

**Job Level** 1

**Alternative Title/s** Legal Executive

### Job Purpose

To undertake timely and cost-effective investigation of claims having regard to civil law and company policy. To maximise resolutions with the minimum cost or exposure to the business.

- For allocated files, to undertake investigation to assess company liability
- To make decisions on whether the company should defend, settle, compromise or discontinue claims
- To ensure that all court orders are completed correctly and on time
- To respond to customer complaints and queries maintaining good customer relations
- To prepare claims and attend hearings as needed
- To deal with any judgement/cost orders
- To work proactively to reduce customer complaints and litigation by providing accurate advice to colleagues, e.g. contact centre, service division, branches

### Knowledge/Skills/Experience

Minimum A level education or equivalent  
Member of the Institute of Legal Executives  
Knowledge of consumer law  
Experience of instructing legal representation

# Retail Salary Survey

**17.31** **Assistant Company Secretary**

**Job Level** 3

**Alternative Title/s** Manager - Secretariat

## Job Purpose

To assist the Solicitor/Company Secretary including statutory/legal and customer service issues.

- To ensure compliance with Companies Acts Legislation, e.g. filing of annual returns
- To advise other departments on legal matters (e.g. dealing with complaints)
- To oversee administration of employee share scheme (if appropriate)
- To deal with trademark searches
- To direct work of secretarial staff

## Knowledge/Skills/Experience

Minimum A level education or equivalent  
Qualified Secretary or equivalent qualification  
Significant relevant experience

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**17.32** **Solicitor 1**  
**17.41** **Solicitor 2**  
**17.51** **Solicitor 3**

**Alternative Title/s** Legal Advisor

**Job Level** 3 - Solicitor 1  
4 - Solicitor 2  
5 - Solicitor 3

## Job Purpose

To give legal advice, training and guidance to minimise the exposure of the company/group of companies to risk of prosecution and litigation. To safeguard the interests of the business through effective scrutiny of proposed contracts and the successful negotiation of beneficial changes.

- To give advice to other departments/individuals in the company regarding retail operations, e.g. customer services, property, data protection, etc.
- To draft and review contracts to ensure company has legal protection in dealings with third parties
- To conduct civil and/or criminal litigation to minimise company exposure to legal costs and claims
- To monitor changes in the law and review new legislation to ensure that legal advice is accurate and that the company continues to comply with legal requirements
- To prepare and deliver training to educate staff in legal requirements/best practice
- To draft precedent contracts as required
- To select, instruct and supervise external solicitor carrying out legal work for the company.
- May specialise, e.g. in property matters
- At more senior levels may represent the company on committees

## Note

**Solicitor 3** may be a match for a Deputy Company Secretary with responsibilities to the Board and company relationship with the Stock Exchange.  
Solicitor 3 will manage other Solicitors.

## Knowledge/Skills/Experience

Law degree or equivalent

**17.32 Solicitor 1** Minimum 2 years' post-qualification experience  
**17.41 Solicitor 2** Minimum 4 years' post-qualification experience  
**17.51 Solicitor 3** Likely to have had significant post-qualification experience

## Retail Salary Survey

<b>17.42</b>	<b>Compliance Manager</b>
<b>Job Level</b>	4
<b>Alternative Title/s</b>	Trade Compliance Manager

### Job Purpose

To ensure that the stores have up-to-date procedures to cover every aspect of their operation in line with best commercial practice.

- To train and develop store operating procedures team
- To protect the business by maintaining risk assessments
- To establish standards and to ensure that stores have monitoring systems in place to measure against those standards and against statutory obligations
- To maintain good relations with appropriate statutory/regulatory authorities
- To deal with licensing, registration and other operational support issues

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Typically would have had 5 years' business compliance experience

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<b>17.61</b>	<b>Head of Legal</b>
<b>Job Level</b>	6

### Job Purpose

To have overall responsibility for the day to day management of the legal function.

- To be responsible for ensuring that the legal team deliver a legal support and advice service to the organisation
- To be responsible for strategic planning for the legal function
- To ensure that the company has the policies and procedures in place to function legally in all aspects of activity
- To provide a legal service in dealing with external statutory and regulatory authorities
- To advise senior management on legal questions; to recommend action in response to legal changes
- To select, brief and monitor external legal service providers
- To manage legal function budget
- To manage legal team

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Qualified solicitor or barrister  
Extensive appropriate commercial experience with several years' experience at a senior level

**Note:** This is the most senior legal role which is not a Director level job

# Retail Salary Survey

## Property (18)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 18.11 Architectural Technician *\*at risk\**
- 18.21 Assistant Property Manager
- 18.22 Store Planner
- 18.31 Property Manager
- 18.32 Building Services Manager
- 18.33 Surveyor
- 18.34 Architect
- 18.35 Store Planning Manager
- 18.36 Energy Manager
- 18.41 Senior Property Manager
- 18.42 Architectural Design Manager
- 18.43 Property Acquisition Manager
- 18.44 Environment Manager
- 18.51 Property Controller
- 18.52 Senior Property Acquisition Manager
- 18.53 Senior Environment Manager *\*at risk\**
- 18.61 Head of Property

### **Jobs Listing by Job Family**

- 18.21 Assistant Property Manager
- 18.31 Property Manager
- 18.41 Senior Property Manager
- 18.51 Property Controller
- 18.33 Surveyor
- 18.11 Architectural Technician *\*at risk\**
- 18.34 Architect
- 18.42 Architectural Design Manager
- 18.22 Store Planner
- 18.35 Store Planning Manager
- 18.32 Building Services Manager
- 18.36 Energy Manager
- 18.43 Property Acquisition Manager
- 18.52 Senior Property Acquisition Manager
- 18.44 Environment Manager
- 18.53 Senior Environment Manager *\*at risk\**
- 18.61 Head of Property

# Retail Salary Survey

## 18.11 Architectural Technician

**Job Level** 1

### Job Purpose

To provide an architectural design and detailing service.

- To provide a CAD drawing service under the direction of the Architect/Design Manager including production of company Design Standard manuals
- To assist in creation of new CAD drawing standards
- To transfer designs into Web site read only format
- To liaise with external consultants as required

### Knowledge/Skills/Experience

HNC level standard of education or equivalent  
CAD experience  
IT literate

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## 18.21 Assistant Property Manager

**Job Level** 2

### Job Purpose

To manage relationships with Landlords and managing agents and provide an administrative/financial control service to the department.

- To ensure that service charge costs incurred by occupation of retail stores are minimised
- To ensure that the services provided by Landlords are service charge recoverable
- To ensure rents are paid/received on time
- To maintain financial transaction records
- May be expected to deal with planning applications which may affect the company's occupation
- Supervision of clerical staff

### Knowledge/Skills/Experience

Minimum A level standard of education or equivalent  
Likely to have had several years' experience in property administration

# Retail Salary Survey

## 18.22 Store Planner

**Job Level** 2

### Job Purpose

To plan and produce various types of store layout for both new and existing stores to enable subsequent implementation in accordance with company standards.

- To create proposals for store layouts using computer aided design system including fixture planning and internal building structure
- To achieve best fit of store ranges to maximise profitability and create logical customer and store friendly shopping environment
- To liaise with Architects/Engineers in development of new and re-vamping of existing stores to ensure company operational requirements are met
- To produce commodity layouts for all existing stores to facilitate implementation of range reviews
- To create model plans
- To ensure drawings are technically accurate and conform to company conventions

### Knowledge/Skills/Experience

A level education (including Technical Drawing or Graphics) or equivalent  
Likely to have had 2 years' experience in CAD drawing; retail experience

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## 18.31 Property Manager

**Job Level** 3

### Job Purpose

To provide a property management service to the business in support of business plan objectives. To be responsible for a portfolio of branches/a region.

- To negotiate rent reviews, leases, property sales and purchases as needed
- To identify opportunities to enhance the portfolio
- To prepare paperwork as required
- To manage Property Department staff

### Knowledge/Skills/Experience

Graduate level standard of education or equivalent in appropriate discipline  
Likely to have had several years' relevant experience



# Retail Salary Survey

## 18.32 Building Services Manager

**Job Level** 3

### Job Purpose

To manage and control a portfolio of properties. To protect the company's property and assets and manage environmental and legal issues.

- To provide a professional service on property/structural projects
- To be responsible for contractual maintenance of all heating, ventilation, air conditioning, electrical and mechanical equipment
- To be responsible for reactive maintenance on equipment and on internal and external building fabric
- To liaise as required with Senior Management, Stores, Health & Safety and Project Managers

### Knowledge/Skills/Experience

BSc in relevant engineering discipline or equivalent  
Member of relevant institute, e.g. Chartered Engineer, BIFM, RICS  
Likely to have had a minimum of 5 years' experience of building services in an appropriate sector  
Knowledge of Health & Safety legislation

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## 18.33 Surveyor

**Job Level** 3

**Alternative Title/s** Acquisitions Manager  
Disposals Manager

### Job Purpose

To support the space requirements of the company through the disposal and/or acquisition of retail properties in the UK.

- To deal with designated number of properties per annum
- To inspect buildings and monitor agents' reports
- To negotiate with prospective buyers/sellers
- To instruct solicitors on contracts, leases, etc.
- To direct marketing of properties as appropriate
- To deal with sub-tenant issues with due diligence

**Note:** Surveyors may specialise in some companies, e.g. Acquisitions, Disposals, Property Development.

### Knowledge/Skills/Experience

BSc in Property Management or equivalent  
ARICS with at least 3 year's post-qualification experience  
Previous agency/property management experience  
Good knowledge of Landlord and Tenant Law

# Retail Salary Survey

**18.34**

**Architect**

**Job Level**

3

## **Job Purpose**

To provide input into the Retail/Store Design service for company projects in terms of the development of existing and new stores.

- To carry out initial feasibility exercise as directed
- To prepare design solutions and detailed drawings where necessary
- To review improvements in specific areas of fit out specifications in terms of capital costs, durability, flexibility and prefabrication
- To maximise efficiency in use of space and operations to be carried out in these areas
- To contribute to design standards
- To give guidance to external Designers as required as to company standards

## **Knowledge/Skills/Experience**

Qualified Architect

Likely to have had 2 years' commercial experience

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**18.35**

**Store Planning Manager**

**Job Level**

3

## **Job Purpose**

To manage and co-ordinate the store planning function in order to optimise the use of retail floor space and to maximise profitability.

- To manage production of store plans to meet given deadlines
- To manage development of model block plans; to liaise closely with Merchandisers in respect of new developments
- To be responsible for optimisation of store space and to identify potential for the development of store layouts
- To manage production of store plan extracts to enable introduction of new ranges
- To manage process of preparing new store layouts liaising as needed with Project Managers, Architects, etc.

## **Knowledge/Skills/Experience**

Graduate level or equivalent

Likely to have had 5 years' relevant experience in planning/merchandising/display

# Retail Salary Survey

## 18.36 Energy Manager

**Job Level** 3

### Job Purpose

To be responsible for development and implementation of effective energy policies and procedures to ensure that the company uses energy as efficiently as possible.

- To be responsible for negotiating company energy contracts to ensure that the company has the energy supplies required for commercial activity as cost effectively and securely as possible
- To monitor service from energy suppliers and take action accordingly
- To ensure that energy conservation policies and procedures are developed and implemented throughout the organisation
- To advise line managers on energy use and conservation
- To investigate and make recommendations on energy consumption, sources and costs
- To monitor the company's environmental impact and to develop policies accordingly

### Knowledge/Skills/Experience

A degree in energy management/science/technology or a related subject or equivalent  
Membership of one of an appropriate professional institute, e.g. Institute of Energy

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## 18.41 Senior Property Manager

**Job Level** 4

### Job Purpose

To co-ordinate and drive designated disposal and/or acquisition programme in the UK. To deal with associated estate management problems.

- To deal with designated number of property disposals per annum
- To identify, initiate and negotiate the acquisition of retail outlets
- To manage a property development portfolio
- To negotiate with prospective buyers/sellers
- To instruct solicitors on contracts, leases, etc.
- To manage marketing of properties as appropriate
- To deal with designated rent reviews/lease renewals to achieve most advantageous terms
- To supervise subordinate staff
- To prepare submissions for Board
- To liaise with appropriate internal teams keeping them fully aware of progress of projects

**Note:** May specialise in some companies, e.g. Acquisitions, Disposals, Property Development.

### Knowledge/Skills/Experience

BSc in Property Management or equivalent  
Associate of the Royal Institute of Chartered Surveyors with significant post-qualification experience  
Previous agency/property management experience  
Good knowledge of Landlord and Tenant Law

# Retail Salary Survey

## 18.42 Architectural Design Manager

**Job Level** 4

### Job Purpose

To manage a Retail/Store Design service for company projects in terms of the development of existing and new stores.

- To carry out initial feasibility exercise as directed
- To prepare design solutions and detailed drawings where necessary
- To review improvements in specific areas of fit out specifications in terms of capital costs, durability, flexibility and prefabrication
- To maximise efficiency in use of space and operations to be carried out in these areas
- To contribute to design standards
- To give guidance to external Designers as required as to company standards
- To direct work of Design team

### Knowledge/Skills/Experience

Qualified Architect  
Likely to have had 5 years' commercial experience

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## 18.43 Property Acquisition Manager

**Job Level** 4

**Alternative Title/s** Development Manager

### Job Purpose

To locate and acquire new sites for designated area of responsibility in order to ensure that the business has the resources it requires to fulfil business plans.

- To identify possible new sites
- To appraise new sites and to negotiate their acquisition
- To negotiate with local authorities, local interest groups, consultants, land owners and developers
- To prepare proposals on possible sites for senior management scrutiny
- To progress planning applications for business approved sites
- To draw up and agree contracts
- To manage a property team
- To monitor costs and budgets
- To formulate and agree property acquisition strategies in line with company needs and objectives

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Chartered Surveyor  
Likely to have had at least 5 years' property development experience

# Retail Salary Survey

<b>18.44</b>	<b>Environment Manager</b>
<b>Job Level</b>	4
<b>Alternative Title/s</b>	Environmental Solutions Manager

## Job Purpose

To provide environmental advice and guidance to improve environmental performance. To ensure legal compliance to environmental legislation.

- To take a leading role in definition, design, development and delivery of projects and programmes to manage carbon, waste and to enhance resource efficiency
- To assist in the design of environmental based solutions for major customers and manage the waste recovery process extending services internally to increase revenue
- Work closely with sales and service teams to support tenders for contract business that require environmental improvements
- To assist in the identification of CO<sub>2</sub> footprint for both primary and secondary distribution and to develop a strategy to make substantial reduction in total CO<sub>2</sub> targets
- To manage products that have an environmental, waste or recycling aspect
- To ensure management are aware of all new legislation and environmental initiatives

## Knowledge/Skills/Experience

Graduate level in an appropriate technical discipline

IEMA

Detailed knowledge of relevant regulations and carbon reduction commitment

Working knowledge of energy consumption management practices and methodology

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<b>18.51</b>	<b>Property Controller</b>
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<b>Job Level</b>	5
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## Job Purpose

To manage the company's property portfolio to maximise income and return upon assets and to minimise outgoings and property related problems. (May be a proportion of the portfolio in larger organisations.)

- To minimise increases in property outgoings (rent, rates, service charges)
- To maximise property income through lettings and tenancy management
- To dispose of properties as quickly as possible to minimise liabilities
- To ensure that the requirements of property occupiers are met and that properties are kept in good order and, where appropriate, within lease terms
- To provide company with professional advice on property matters including valuations
- To maintain good working relationships with external parties, e.g. Landlords, Architects, etc.
- To manage team of Surveyors

## Knowledge/Skills/Experience

BSc in Property Management or equivalent

Associate of the Royal Institute of Chartered Surveyors with multi-faceted post-qualification experience some in the retail sector

Extensive agency/property management experience

Good knowledge of Landlord and Tenant Law

# Retail Salary Survey

**18.52** **Senior Property Acquisition Manager**

**Job Level** 5

**Alternative Title/s** Senior Development Manager

## Job Purpose

To determine feasibility for new property projects. To assess new sites in order to ensure that the business has the resources it requires to fulfil business plans.

- To manage team investigating possible new sites
- To appraise new sites and to contribute to the acquisition negotiations
- To negotiate with local authorities, local interest groups, consultants, land owners and developers
- To contribute to preparation of proposals on possible sites for senior management scrutiny
- To ensure planning applications for business approved sites are progressed
- To oversee the contracts
- To manage property team
- To monitor costs and budgets
- To formulate and agree property acquisition strategies in line with company needs and objectives

## Knowledge/Skills/Experience

Graduate level education or equivalent  
Chartered Surveyor  
Likely to have had at least 7 years' property development experience

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**18.53** **Senior Environment Manager**

**Job Level** 5

**Alternative Title/s** Senior Environmental Services Manager

## Job Purpose

To provide leadership in the company's environmental policies. To be responsible for defining and delivering the company's environmental projects and programmes.

- To lead the definition, design, development and delivery of projects and programmes to manage carbon, waste and to enhance resource efficiency
- To design environmentally based solutions for major customers
- To ensure that waste recovery process is effective
- To ensure tenders for contracts that require environmental improvements are supported
- To lead in the identification of CO<sub>2</sub> footprint for both primary and secondary distribution and to develop a strategy to make substantial reduction in total CO<sub>2</sub> targets
- To manage products that have an environmental, waste or recycling aspect
- To advise management on all new legislation and environmental initiatives

## Knowledge/Skills/Experience

Graduate level in an appropriate technical discipline  
IEMA  
Extensive experience in Environmental Services in large companies  
Detailed knowledge of relevant regulations and carbon reduction commitment

# Retail Salary Survey

**18.61**

**Head of Property**

**Job Level**

6

## **Job Purpose**

To manage, review and drive the development of new store/site opportunities to satisfy the business plan.

- To be responsible for the management of the property team
- To be responsible for identification and acquisition of new properties
- To be responsible for planning consents and development processes for new stores and major store extensions
- To oversee and, as needed, lead negotiations with local authorities, local interest groups, consultants, land owners and developers
- To be responsible for proposals on possible sites put forward to senior management
- To ensure planning applications for business approved sites are progressed
- To oversee contracts
- To be responsible for the property budget

## **Knowledge/Skills/Experience**

Graduate calibre

Significant experience in property development in a large company

Significant experience in retail company property management

Senior management experience

Private and public sector property experience

Knowledge of property law

# Retail Salary Survey

## Projects (19)

*In each job, the survey code for each job is shown followed by the survey job title.*

19.21 Assistant Project Manager  
19.31 Project Manager  
19.41 Senior Project Manager  
19.51 Project Controller  
19.52 Business Improvement Manager  
19.61 Head of Planning Development

**NOTE:** *Matches in this discipline are Project Specialists not individuals who have been seconded onto a project. These roles are matches in their own disciplines not in this.*



# Retail Salary Survey

**NOTE:** Matches in this discipline are Project Specialists not individuals who have been seconded onto a project. These roles are matches in their own disciplines not in this.

## 19.21 Assistant Project Manager

**Job Level** 2

### Job Purpose

To assist the delivery of designated projects, or parts of major projects, to the agreed time, cost and quality.

- As directed, to contribute to the project from inception through to completion
- To monitor project spend and report on any issues with project budget
- To liaise with external suppliers working on project; to monitor supplier performance and report any issues to Project Manager
- To be a member of the project team

### Knowledge/Skills/Experience

Graduate level standard of education or equivalent in a relevant discipline  
Likely to have had at least 1 years' business experience including project experience  
Knowledge of retail or related business

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## 19.31 Project Manager

**Job Level** 3

**Alternative Title/s**  
Project Leader  
Project Architect  
Project Engineer  
Programme Co-ordinator  
Store Development Manager, etc.

### Job Purpose

To deliver designated projects, or parts of major projects, to the agreed time, cost and quality.

- To lead the project from inception through to completion
- To manage project budget
- To liaise with external suppliers working on project; to negotiate with and appoint suppliers
- To lead project team

### Knowledge/Skills/Experience

Graduate level standard of education or equivalent in a relevant discipline  
Likely to have had at least 3 years' business experience including project experience  
Team leading experience  
Knowledge of retail or related business  
The Project Manager would normally be responsible for smaller projects or parts of projects and would supervise up to 5 people working on the project

# Retail Salary Survey

## 19.41 Senior Project Manager

**Job Level** 4

**Alternative Title/s** Senior Project Leader  
Senior Project Architect  
Senior Project Engineer  
Store Development Manager, etc.

### Job Purpose

To deliver designated projects, or parts of major projects, to the agreed time, cost and quality.

- To lead the project from inception through to completion
- To manage project budget
- To liaise with external suppliers working on project; to negotiate with and appoint suppliers
- To lead project team

### Knowledge/Skills/Experience

Graduate level standard of education or equivalent in a relevant discipline  
Likely to have had at least 5 years' business experience including several years' project experience  
Team leading experience  
Knowledge of retail or related business  
The Senior Project Manager would normally be responsible for larger projects or substantial parts of major projects and would supervise more than 5 people working on the project

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## 19.51 Project Controller

**Job Level** 5

### Job Purpose

To be responsible for managing a project team. To ensure projects are completed within budget, to the required standard and on time.

- To manage project capital expenditure
- To organise and control individual projects, working through the team
- To input into feasibility studies for new work
- To manage information flow of external consultancy firms across individual projects
- To ensure sufficient communication between stores and retail management teams
- To manage and motivate project teams; to direct and manage a number of Project Managers

### Knowledge/Skills/Experience

Graduate level standard of education or equivalent in a relevant discipline (engineering, architecture, building)  
Multi-faceted business experience including several years' project experience and experience working at senior levels

## Retail Salary Survey

### 19.52 **Business Improvement Manager**

**Job Level** 5

**Alternative Title/s** Development Manager

#### **Job Purpose**

To work with all parts of the business to deliver business change in support of the business strategy.

- To manage and/or work on specific business improvement projects carrying out the following activities as appropriate to the project: project definition; facilitation; process modelling, analysis, design; organisation design; business case development; change management; communication management; benchmarking/competitor analysis; visioning
- To assist with selling the change programme across the business
- To assist with development of staff to enable delivery of business improvements
- To identify training materials and courses for business improvement training

#### **Knowledge/Skills/Experience**

Graduate level education or equivalent

Likely to have had 5 years' management experience in the retail industry

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### 19.61 **Head of Planning Development**

**Job Level** 6

**Alternative Title/s** Head of Business Improvement  
Head of Business Change

#### **Job Purpose**

To lead, manage, motivate and develop the Business Improvement team.

- To work with all parts of the business to deliver business change in support of the business strategy
- To be responsible for a range of Business Improvement projects
- To support incremental process/systems improvements required to deliver plans
- To ensure that processes and systems are developed and maintained to support an effective and efficient integrated planning process, including long term Business Plans, Annual Plans and regular re-forecasts.

#### **Knowledge/Skills/Experience**

Graduate level education or equivalent

Likely to have had significant senior management experience in the retail industry

# Retail Salary Survey

## Creative (20)

*In each job, the survey code for each job is shown followed by the survey job title.*

20.01 Administrative Assistant  
20.11 Design Assistant  
20.21 Graphic Designer  
20.22 Motion Graphic Designer  
20.31 Senior Graphic Designer  
20.32 Print/Creative Buyer *\*at risk\**  
20.33 Print/Production Manager  
20.35 Graphic Design Team Leader  
20.41 Print Manager  
20.42 Creative Manager

### **Jobs Listing by Job Family**

20.01 Administrative Assistant  
20.11 Design Assistant  
20.21 Graphic Designer  
20.22 Motion Graphic Designer  
20.31 Senior Graphic Designer  
20.35 Graphic Design Team Leader  
20.32 Print/Creative Buyer *\*at risk\**  
20.33 Print/Production Manager  
20.41 Print Manager  
20.42 Creative Manager

**NOTE:** See Studio (function 40) for additional 'creative' roles

## Retail Salary Survey

### 20.01 Administrative Assistant

**Job Level** 0

**Alternative Title/s** Photography Assistant  
Visual Merchandising Assistant  
Directory Product Co-ordinator

#### Job Purpose

To provide a support service within a Creative Department.

- To liaise as required with external suppliers
- To chase within company to ensure deadlines are met
- To maintain database/s
- To attend meetings and take minutes
- To undertake filing, photocopying and other routine administrative tasks
- To maintain samples

#### Knowledge/Skills/Experience

GCSE level education or equivalent  
Keyboard skills  
Likely to have had 2-3 years' commercial experience

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### 20.11 Design Assistant

**Job Level** 1

**Alternative Title/s** Artwork Assistant

#### Job Purpose

To assist with the production of designs. To help interpret and fulfil brief following corporate style.

- To produce designs to fulfil brief
- To create and enhance design work within company style
- To ensure that design is produced to fulfil brief and also on time
- To liaise as required with external suppliers, e.g. photographers, printers
- Works under direction of more senior Design staff

#### Knowledge/Skills/Experience

Degree level education or equivalent in a relevant discipline, e.g. art, design, graphics  
Likely to have had 0-1 years' commercial experience  
Keyboard skills

# Retail Salary Survey

**20.21** **Graphic Designer**

**Job Level** 2

**Alternative Title/s** Artworker

## **Job Purpose**

To be briefed on design requirements and to fulfil briefs to required standard, within budget and on time. To ensure designs conform to corporate style.

- To produce designs to fulfil brief
- To create and enhance design work within company style
- To ensure that design is produced to fulfil brief and also on time
- To liaise as required with external suppliers, e.g. photographers, printers

## **Knowledge/Skills/Experience**

Degree level education or equivalent in a relevant discipline, e.g. art, design, graphics  
Likely to have had 2 years' commercial experience  
Knowledge of artwork, printing processes, typesetting, desktop publishing and other software  
Keyboard skills

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**20.22** **Motion Graphic Designer**

**Job Level** 2

## **Job Purpose**

To be briefed on motion graphic requirements and to fulfil briefs to required standard, within budget and on time. To ensure graphics conform to corporate style.

- To produce video/animations to fulfil brief
- To create and enhance video work and animations within company style
- To ensure that work is produced to fulfil brief and also on time
- To liaise as required with external suppliers

## **Knowledge/Skills/Experience**

Degree level education or equivalent in a relevant discipline, e.g. art, design, graphics  
Likely to have had 2 years' commercial experience  
Knowledge of relevant software, e.g. InDesign, Illustrator, Photoshop  
Editing experience and good knowledge of editing software, e.g. Premiere, Final Cut, Cinema 4D  
Keyboard skills

# Retail Salary Survey

**20.31** **Senior Graphic Designer**

**Job Level** 3

**Alternative Title/s** Senior Artworker

## **Job Purpose**

To provide a creative service to the company. To ensure that designs are produced to the required standard, within budget and on time. To ensure designs conform to corporate style.

- To provide creative guidance to designers
- To attend and input into creative briefings
- To design and produce creative work to fulfil designated briefs to schedule
- To liaise as required with external suppliers, e.g. photographers, printers
- To be aware of major calendar events and to input into creative solutions
- To innovate within corporate style where possible

## **Knowledge/Skills/Experience**

Degree level education or equivalent in a relevant discipline, e.g. art, design, graphics

Likely to have had at least 4 years' commercial experience

Knowledge of artwork, printing processes, typesetting

Knowledge of desktop publishing and other software

Keyboard skills

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**20.32** **Print/Creative Buyer**

**Job Level** 3

## **Job Purpose**

To be responsible for selecting, negotiating with, briefing and monitoring work of external printers. To ensure that print projects meet corporate standards and originator's brief within budget and on time.

- To liaise with originators on print projects
- To select and negotiate with printers for each project
- To ensure that work is completed accurately, on time and to required standards
- To be responsible for ensuring that artwork, editorial, etc., are produced to meet production schedules.

## **Knowledge/Skills/Experience**

Degree level education or equivalent experience

Likely to have had several years' commercial experience including experience of print buying

In-depth knowledge of printing procedures and processes

## Retail Salary Survey

**20.33** **Print/Production Manager**

**Job Level** 3

**Alternative Title/s** Print & Production Manager

### **Job Purpose**

To manage print and production processes for company's printed literature

- To work closely with designers, buyers, supply chain and manufacturing giving advice as needed, e.g. on packaging formats and print
- To understand and interpret needs of originators
- To place print-work with most appropriate supplier
- To liaise as required with external suppliers, e.g. photographers, printers as required
- To be aware of major calendar events and to input into creative solutions

### **Knowledge/Skills/Experience**

Degree level education or equivalent in a relevant discipline, e.g. art, design, graphics  
Likely to have had several years' commercial experience  
In-depth knowledge of printing procedures and processes  
Keyboard skills

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**20.35** **Graphic Design Team Leader**

**Job Level** 3

**Alternative Title/s** Manager Graphic Design  
Studio Manager

### **Job Purpose**

To manage the Graphic Design team responsible for providing a creative service to the company in terms of artwork and designs. To be responsible for ensuring work of team/studio is high quality and meets company design guidelines.

- To manage staff in design team, arrange training, monitor progress
- To plan and agree department budgets and to monitor spend against budget
- To participate in production of creative project work
- To liaise as required with external creative agencies and print producers

### **Knowledge/Skills/Experience**

Graduate level or equivalent in Graphic Design or similar  
Significant experience in graphic design preferably in the retail sector  
Experience of commissioning external design work  
People management skills



# Retail Salary Survey

## 20.41 **Print Manager**

**Job Level** 4

### **Job Purpose**

To be responsible for organising the print production team ensuring that the company directory/catalogue is printed to required standards, within budget and on time.

- To input into and agree print budgets
- To monitor spend of print budget
- To negotiate with and brief print suppliers
- To ensure print supplier performance is monitored

### **Knowledge/Skills/Experience**

Degree level education or equivalent experience  
Extensive experience including printing and print-buying experience  
In-depth knowledge of printing processes

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## 20.42 **Creative Manager**

**Job Level** 4

### **Job Purpose**

To manage the team providing a creative design service to the company. To be responsible for the production of artwork and designs of agreed quality on time and within budget.

- To manage creative team
- To attend creative briefings
- To ensure creative work is carried out according to brief and schedule
- To negotiate as required with external suppliers, e.g. photographers, printers
- To recommend creative solutions to major calendar events
- To innovate within corporate style where possible

### **Knowledge/Skills/Experience**

Degree level education or equivalent in a relevant discipline, e.g. art, design, graphics  
Likely to have had at least 6 years' commercial experience  
Good knowledge of artwork, printing processes, typesetting  
Good knowledge of desktop publishing and other software

# Retail Salary Survey

## PR/Comms/CSR (21)

*In each job, the survey code for each job is shown followed by the survey job title.*

21.11 PR Assistant  
21.12 Ethical Co-ordinator  
21.21 PR Officer  
21.31 PR Manager  
21.32 Internal Communications Manager  
21.33 Corporate Social Responsibility Officer  
21.41 Senior PR Manager  
21.42 Corporate Social Responsibility Manager  
21.43 Ethical Trade Manager  
21.61 Head of Government Affairs *\*at risk\**  
21.62 Head of PR  
21.63 Head of Corporate Social Responsibility  
21.64 Head of Ethical Trading

### **Jobs Listing by Job Family**

21.11 PR Assistant  
21.21 PR Officer  
21.31 PR Manager  
21.41 Senior PR Manager  
21.62 Head of PR  
21.12 Ethical Co-ordinator  
21.43 Ethical Trade Manager  
21.64 Head of Ethical Trading  
21.32 Internal Communications Manager  
21.33 Corporate Social Responsibility Officer  
21.42 Corporate Social Responsibility Manager  
21.63 Head of Corporate Social Responsibility  
21.61 Head of Government Affairs *\*at risk\**

## Retail Salary Survey

<b>21.11</b>	<b>PR Assistant</b>
<b>Job Level</b>	1
<b>Alternative Title/s</b>	Press Office Assistant Press Officer Communications Assistant

### **Job Purpose**

To handle merchandise queries and requests from the press. To assist in the organisation of loans to the media and with organising returns. To develop awareness of trends in the retail business.

- To control merchandise queries, loans and returns minimising loss and damage as far as possible
- To assist at media events under supervision
- To maintain and update press cuttings and circulate within company as directed
- To arrange and attend meetings, to accompany press on visits
- To provide support and assistance to PR department as required

### **Knowledge/Skills/Experience**

Graduate level or equivalent

Likely to have had 0-1 years' commercial experience

This is a match for a new graduate expected to make significant progress

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<b>21.12</b>	<b>Ethical Co-ordinator</b>
<b>Job Level</b>	1

### **Job Purpose**

To support the implementation and maintenance of the organisation's ethical trade policy. To contribute to ethical audit management, data management reporting and administration.

- To carry out reviews and risk rating for ethical audits in line with company standards
- To create reports, presentations and updates for head office and regional teams
- To liaise with other departments, suppliers and third parties to follow up on supply base information, corrective action plans and operational targets
- To maintain ethical trade database ensuring that information on audits, actions, etc., is maintained and up to date
- To respond to internal and external queries on ethical trade
- To contribute to the resolution of issues
- To contribute to the ethical knowledge of the business

### **Knowledge/Skills/Experience**

Likely to have A level standard education, possibly graduate level or similar

Likely to have had at least 2 years' experience in retail sector in a similar area of the business

Research skills

# Retail Salary Survey

<b>21.21</b>	<b>PR Officer</b>
<b>Job Level</b>	2
<b>Alternative Title/s</b>	Communications Officer Press & PR Officer Assistant PR Manager Senior PR Officer

## Job Purpose

To publicise and protect the company through effective management of media enquiries and issues.  
To implement PR campaigns to enhance favourable media exposure and increase awareness of company.

- To act as a contact for consumer media on issues affecting company and sector
- To answer press calls, organise interviews and prepare press releases
- May be responsible for organising PR library
- To stage and assist at media events, branch openings, interviews, filming and training
- To develop network of media contacts
- To develop internal contacts in order to be able to source information for PR purposes

## Knowledge/Skills/Experience

Graduate level or equivalent  
Likely to have had 2-3 years' PR experience  
PC skills

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<b>21.31</b>	<b>PR Manager</b>
<b>Job Level</b>	3
<b>Alternative Title/s</b>	Press Office Manager

## Job Purpose

To publicise and protect the company through effective management of media enquiries and issues.  
To plan and implement press and PR activity to enhance favourable media exposure and increase awareness of company.

- To act as a contact for consumer media on issues affecting company and sector
- To answer press calls, organise interviews and prepare press releases
- To source, brief and monitor external PR agencies
- To plan and organise media events, branch openings, interviews, filming and training
- To develop and maintain network of media contacts
- To develop and maintain internal contacts in order to be able to source information for PR purposes
- To manage a PR team

## Knowledge/Skills/Experience

Graduate level or equivalent  
Likely to have had several years' PR or press experience

# Retail Salary Survey

21.32

## Internal Communications Manager

Job Level

3

### Job Purpose

To develop and implement internal communications strategy to deliver understanding and engagement by company personnel. To ensure messages are communicated clearly and on time.

- To develop internal communications aimed at ensuring awareness in the company of business initiatives, operational requirements, external campaigns, etc.
- To design and implement internal communications initiatives
- To ensure key communicators are able to communicate effectively internally and with external audiences as needed
- To influence internal and external communications, checking consistency
- To contribute to the delivery of the corporate events calendar
- To contribute to the development of communications plans
- To manage internal communications staff
- To agree and manage internal communications budget

### Knowledge/Skills/Experience

Graduate level or equivalent

Significant experience in internal communications in a large organisation

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21.33

## Corporate Social Responsibility Officer

Job Level

3

Alternative Title/s

Ethical Compliance Officer  
Quality & Environmental Compliance Officer

### Job Purpose

To support Corporate Social Responsibility (CSR) initiatives within the organisation.

- To assist the CSR Manager in maintenance and evaluation of existing targets for CSR
- To contribute to agreements for new targets appropriate to the business. To work with other departments to ensure implementation of environmental policies
- To act as a contact for non-government officers, government departments and other stakeholders, e.g. Friends of the Earth; to develop and maintain networks of contacts
- To represent the company at appropriate forums
- To support the company's ethical compliance programme. To be responsible for checking supplier ethical policy standards. May undertake external audits to ensure compliance
- To conduct training for company staff to ensure CSR policies are understood and implemented

### Knowledge/Skills/Experience

Graduate level education or equivalent

Several years' appropriate experience, e.g. in environmental management

# Retail Salary Survey

<b>21.41</b>	<b>Senior PR Manager</b>
<b>Job Level</b>	4
<b>Alternative Title/s</b>	Senior Press Office Manager

## Job Purpose

To publicise and protect the company through effective management of media enquiries and issues. To set PR strategy in line with corporate objectives and within budget. To manage the PR team.

- To develop PR strategy and ensure that it is implemented within budget and on schedule
- To establish and develop good relationships across the company to help identify PR support and opportunities
- To coach and lead PR team
- To be responsible for creative execution of press packs, press photography and press releases
- To be involved in the handling of sensitive press issues
- To ensure that all press queries are dealt with in accordance with company policy

## Knowledge/Skills/Experience

Graduate level or equivalent  
Likely to have had significant PR or press experience

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<b>21.42</b>	<b>Corporate Social Responsibility Manager</b>
<b>Job Level</b>	4
<b>Alternative Title/s</b>	Ethical Compliance Manager Quality & Environmental Compliance Manager

## Job Purpose

To co-ordinate, evaluate and measure Corporate Social Responsibility (CSR) initiatives within the organisation.

- To maintain and evaluate existing targets for CSR
- To agree new targets appropriate to the business. To formulate and drive environmental policies and position statements
- To maintain networks with non-government officers, government departments and other stakeholders, e.g. Friends of the Earth
- To represent the company at appropriate forums
- To manage company's ethical compliance programme ensuring that suppliers meet ethical policy standards and that external audit is undertaken to ensure compliance
- To conduct training for company staff to ensure CSR policies are understood and implemented

## Knowledge/Skills/Experience

Graduate level education or equivalent  
Extensive appropriate experience, e.g. in environmental management

# Retail Salary Survey

21.43

## Ethical Trade Manager

**Job Level**

4

### **Job Purpose**

To contribute to the creation, implementation and maintenance of the organisation's ethical trade policy. To co-ordinate, evaluate and measure initiatives in ethical trading and to monitor company performance in achievement of objectives.

- To contribute to and ensure implementation of the company's ethical and sustainability policies
- To monitor the organisation's performance against objectives in terms of ethical trading, modern slavery, responsible sourcing policies and objectives, etc.
- To ensure implementation of robust auditing policies and procedures; to identify auditors and process for new suppliers, to ensure continued auditing of existing suppliers
- To monitor and report on industry and market trends to advise senior management
- To contribute to review of strategies continually in response to emerging trends, legislative changes, business needs, etc.
- To work with Purchasing/Procurement teams to ensure company policies are being followed
- To analyse supply audit reports, assess ethical trade risks and identify any actions required; to liaise with external agencies regarding ethical issues or audit standards
- To lead, manage and develop the Ethical Trading team

### **Knowledge/Skills/Experience**

Graduate level education or equivalent in a relevant discipline, e.g. Environmental Science  
Likely to have had 5 years' appropriate experience, with some experience of staff supervision  
Experience in ethical management and issue resolution in retail industry  
In depth understanding of sustainability, ethical trading and global trends

# Retail Salary Survey

21.61

**Head of Government Affairs**

**Job Level**

6

## **Job Purpose**

To be responsible for the day to day management of all activities aimed at influencing external bodies and organisations to facilitate understanding of the company's business activity. To develop company's government affairs strategy and agree strategy with senior management.

- To ensure that political, societal and legal environments are monitored and any implications for the company are communicated
- To devise, develop and ensure the implementation of a Government Affairs plan, setting out the company's influencing strategy on individual issues
- To monitor influencing plans against performance
- To be responsible for delivery of influencing plans
- To be involved with briefing and liaising with politicians, officials and other relevant stakeholders
- To build and maintain key stakeholder relationships
- To be responsible for all lobbying activity

## **Knowledge/Skills/Experience**

Graduate level education or equivalent

Track record of influencing policy on a range of issues

Extensive experience in government, business or non-government organisation

Management experience in Government Affairs in the retail sector



# Retail Salary Survey

21.62

Head of PR

Job Level

6

## Job Purpose

To have overall day to day responsibility for the PR function.

- To be responsible for the PR function providing a full range of PR services
- To plan and develop PR function to ensure that the function meets the needs of the business in terms of the support provided
- To ensure that the PR strategy is implemented according to business plans
- To have overall responsibility for PR department staff recruitment, development and training
- To define and control the PR department budget and standards
- To make recommendations on PR strategy to senior management

**Note:** This is the most senior PR role which is not a Director level job.

## Knowledge/Skills/Experience

Graduate level standard of education or equivalent  
Extensive relevant PR and press experience  
Extensive experience with several years' experience at a senior level  
IT literate

# Retail Salary Survey

21.63

**Head of Corporate Social Responsibility**

**Job Level**

6

**Alternative Title/s**

Head of Ethical Compliance  
Head of Quality & Environmental Compliance

## **Job Purpose**

To develop and deliver a Corporate Social Responsibility (CSR) strategy for the organisation. To be responsible for the day to day running of the CSR function.

- To develop and implement the CSR strategy ensuring that it meets the needs of the business, its suppliers and customers. To position the organisation as a responsible and sustainable retailer
- To track and prioritise the CSR agenda ensuring appropriate business response to emerging trends, relevant legislation and other CSR business risks and opportunities
- To ensure appropriate CSR targets and measures are set. To monitor and evaluate company's performance against targets and measures
- To maintain networks with government departments, NGOs and key sustainability opinion formers, e.g. Friends of the Earth
- To represent the company at appropriate forums
- To lead the communication of the CSR programme
- To devise and develop the company's ethical compliance programme ensuring that suppliers meet ethical policy standards and that external audit is undertaken to ensure compliance
- To lead, manage and develop the CSR team

## **Knowledge/Skills/Experience**

Graduate level education or equivalent in a relevant discipline, e.g. Environmental Science  
Likely to have a relevant post-graduate qualification  
Extensive appropriate experience, e.g. in environmental management  
Experience of working with the media

# Retail Salary Survey

21.64

**Head of Ethical Trading**

**Job Level**

6

## **Job Purpose**

To plan and implement business and environmental sustainability. To review the impact of the business social responsibility programmes and activities on key stakeholders.

- To develop and ensure implementation of the company's ethical and sustainability policies
- To ensure that the organisation is meeting performance targets in terms of ethical trading, modern slavery, responsible sourcing policies and objectives, etc.
- To oversee establishment and maintenance of robust auditing policies and procedures
- To monitor industry and market trends to advise senior management on business risks and opportunities
- To review strategies continually in response to emerging trends, legislative changes, business needs, etc.
- To work with Purchasing/Procurement teams to ensure that ethical policies and objectives are observed and achieved
- To represent the company as required at appropriate forums
- To lead, manage and develop the Ethical Trading team

## **Knowledge/Skills/Experience**

Graduate level education or equivalent in a relevant discipline, e.g. Environmental Science

Likely to have a relevant post-graduate qualification

Extensive appropriate experience, with considerable management level experience

In depth understanding of sustainability, ethical trading and global trends

# Retail Salary Survey

## Customer Insight (22)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 22.11 Assistant Data Analyst
- 22.21 Customer Insight Executive
- 22.22 Data Analyst
- 22.31 Customer Insight Manager
- 22.41 Business Information Manager

### **Jobs Listing by Job Family**

- 22.11 Assistant Data Analyst
- 22.22 Data Analyst
- 22.21 Customer Insight Executive
- 22.31 Customer Insight Manager
- 22.41 Business Information Manager

# Retail Salary Survey

## 22.11 Assistant Data Analyst

**Job Level** 1

### Job Purpose

To use information held on customer database to make selections for customer communication activity and to carry out data analysis.

- To provide campaign and customer analysis
- To carry out targeting and selection of prospects for mailing and analysis purposes
- To provide analysis of raw market and customer research data; to interpret findings and produce written reports
- To provide geographical and locational research

### Knowledge/Skills/Experience

Graduate level or equivalent in an analytically based discipline  
High level of numeracy  
IT skills

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## 22.21 Customer Insight Executive

**Job Level** 2

**Alternative Title/s** Market Research Officer/Executive  
Customer Insight Officer

### Job Purpose

To undertake designated customer insight/research assignments. To assist customer insight management with ongoing and ad hoc customer insight projects running elements as directed.

- To identify potential opportunities for the business to benefit from research
- To plan and implement designated projects
- To source, review and recommend external agencies for work and to brief and monitor successful agency; to build relationships with external agencies
- To review and report on research findings; to disseminate information as appropriate
- To update customer insight database and produce reports as required
- To liaise with other departments and develop full understanding of research needs

### Knowledge/Skills/Experience

Graduate level or equivalent preferably in marketing or business related discipline  
Likely to have had 2-3 years' experience preferably in retail marketing

# Retail Salary Survey

**22.31** **Customer Insight Manager**

**Job Level** 3

**Alternative Title/s** Market Research Manager

## **Job Purpose**

To develop and implement customer insight strategy to ensure that marketing management is provided with information upon which to base future plans.

- To manage ongoing and ad hoc customer insight projects.
- To liaise within business to ensure that customer insight activity meets business needs
- To identify customer insight opportunities
- To source, review and recommend external agencies for work and to brief and monitor successful agency; to build relationships with external agencies
- To review and report on research findings; to disseminate information as appropriate
- To manage customer insight budget
- May manage Mystery Shopper Research Programme

## **Knowledge/Skills/Experience**

Graduate level or equivalent preferably in marketing or business related discipline

Likely to have had 4-5 years' relevant customer insight and marketing experience preferably in retail sector

# Retail Salary Survey

**22.22** **Data Analyst**

**Job Level** 2

## **Job Purpose**

To use information held on customer database to make selections for customer communication activity and to carry out data analysis. To assist with planning and execution of customer insight activities. To assist with post campaign response analysis.

- To provide analysis of raw market and customer research data; to interpret findings and produce written reports
- To carry out targeting and selection of prospects for mailing and analysis purposes; to forecast mailing volumes
- To co-ordinate customer insight surveys
- To provide geographical and locational research

## **Knowledge/Skills/Experience**

Graduate level or equivalent in an analytically based discipline  
High level of numeracy  
IT skills  
Likely to have had 2-3 years' market analysis experience

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**22.41** **Business Information Manager**

**Job Level** 4

**Alternative Title/s** Customer Insight Senior Manager

## **Job Purpose**

To be responsible for the business information/customer insight function.

- To ensure that business is provided with accurate and timely information on which to base business decisions
- To manage database operations collating and analysing information on customer demographics, sales, mapping, etc.
- To manage customer insight activity
- To input into customer communications strategic planning

## **Knowledge/Skills/Experience**

Graduate level or equivalent preferably in marketing or business related discipline  
Significant relevant customer insight and business information experience preferably in retail sector

## Retail Salary Survey

### Advertising (23)

*In each job, the survey code for each job is shown followed by the survey job title.*

23.41 Advertising Manager



# Retail Salary Survey

23.41

**Advertising Manager**

**Job Level**

4

## **Job Purpose**

To be responsible for planning and implementing the advertising strategy for designated product range.

- To ensure that the communications strategy for the designated brands is developed, agreed, documented and implemented
- To agree and ensure adherence to advertising budgets
- To ensure that all media bookings are made and confirmed
- To ensure media briefs are clear and accurate before agency submission
- To develop and maintain close relationship with external suppliers

## **Knowledge/Skills/Experience**

Graduate level or equivalent in marketing or business related discipline

Likely to have had significant relevant experience including 2-3 years' experience in marketing management

# Retail Salary Survey

## Marketing (24)

*In each job, the survey code for each job is shown followed by the survey job title.*

24.01	Promotions Co-ordinator
24.11	Senior Promotions Co-ordinator
24.12	Marketing Assistant
24.21	Assistant Brand Manager
24.22	Promotions Controller
24.23	Catalogue Marketing Co-ordinator
24.31	Brand Manager
24.32	Trade Planning Manager
24.33	Local Marketing Manager
24.34	Category Manager
24.35	Commercial Manager
24.41	Senior Brand Manager
24.42	Communications Manager
24.43	Senior Trade Planning Manager
24.44	Price Manager
24.51	Marketing Manager
24.52	Senior Local Marketing Manager
24.61	Head of Marketing

### **Jobs Listing by Job Family**

24.01	Promotions Co-ordinator
24.11	Senior Promotions Co-ordinator
24.22	Promotions Controller
24.42	Communications Manager
24.12	Marketing Assistant
24.21	Assistant Brand Manager
24.31	Brand Manager
24.34	Category Manager
24.41	Senior Brand Manager
24.23	Catalogue Marketing Co-ordinator
24.32	Trade Planning Manager
24.43	Senior Trade Planning Manager
24.33	Local Marketing Manager
24.52	Senior Local Marketing Manager
24.35	Commercial Manager
24.44	Price Manager
24.51	Marketing Manager
24.61	Head of Marketing

## Retail Salary Survey

### **24.01 Promotions Co-ordinator**

**Job Level** 0

**Alternative Title/s** Brand Co-ordinator  
Sales Support Administrator

#### **Job Purpose**

To co-ordinate in-store promotional activity. To assist with ensuring that promotional activity meets planned targets.

- To liaise as required with suppliers
- To co-ordinate promotional projects
- To co-ordinate in-store events
- To liaise internally to ensure promotions meet deadlines

#### **Knowledge/Skills/Experience**

GCSE level education or equivalent  
Likely to have had 1-2 years' experience preferably in marketing

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### **24.11 Senior Promotions Co-ordinator**

**Job Level** 1

**Alternative Title/s** Senior Brand Co-ordinator

#### **Job Purpose**

To co-ordinate media and promotional campaigns. To assist with ensuring that promotional activity meets planned targets.

- To assist brand management with implementation of press and TV campaigns
- To implement in-store promotions
- To liaise with senior members of buying teams on product, sales volume, etc.
- To brief agencies and monitor performance

#### **Knowledge/Skills/Experience**

GCSE/A level education or equivalent  
Likely to have had 3 years' experience preferably in marketing

# Retail Salary Survey

## 24.12 Marketing Assistant

**Job Level** 1

### Job Purpose

To assist product management in fulfilment of product business plans.

- New graduate assisting product management and developing knowledge of retail sector, pricing, promotional activity, etc.

### Knowledge/Skills/Experience

Graduate level or equivalent in an appropriate discipline, e.g. business studies, marketing  
This is a match for a new graduate starting out in marketing

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## 24.21 Assistant Brand Manager

**Job Level** 2

**Alternative Title/s** Assistant Product Manager

### Job Purpose

To assist the Product Manager to develop and deliver the product plans in order to maximise sales and profitability.

- To input into development, maintenance and implementation of product plans
- To develop good working relationships with internal departments
- To assist Product Manager in selection, negotiation and delivery of product ranges
- To develop understanding of competitive market place and pricing action required to fulfil briefs
- To assist with implementation of category promotional plan
- To assist with sales forecasting to ensure optimum stock availability

### Knowledge/Skills/Experience

Graduate level education in an appropriate discipline, e.g. business studies, marketing  
Likely to have had 1-2 year's buying or marketing experience preferably in a retail environment

## Retail Salary Survey

<b>24.22</b>	<b>Promotions Controller</b>
<b>Job Level</b>	2
<b>Alternative Title/s</b>	Direct Marketing Controller

### **Job Purpose**

To manage media and promotional campaigns. To ensure that promotional activity meets planned targets.

- To ensure that brand management is assisted with implementation of press and TV campaigns
- To implement in-store promotions
- To liaise with senior members of buying teams on product, sales volume, etc.
- To brief agencies and monitor performance
- To supervise work of Promotions Co-ordinators

### **Knowledge/Skills/Experience**

A level education or equivalent

Likely to have had several years' experience including promotions experience

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<b>24.23</b>	<b>Catalogue Marketing Co-ordinator</b>
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<b>Job Level</b>	2
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### **Job Purpose**

To ensure that all catalogue mailings go out on time and within a pre-agreed budget.

- To co-ordinate creative and targeted mailing selections for in-season mailing programme
- To ensure customer services are briefed on all mailing jobs
- To co-ordinate in-season brochure production and distribution and deal with follow-up programme
- To liaise with in-house print and mailing support
- To work with e-commerce to look for opportunities for online business

### **Knowledge/Skills/Experience**

A level education or equivalent

Likely to have had several years' appropriate experience preferably in marketing

# Retail Salary Survey

<b>24.31</b>	<b>Brand Manager</b>
<b>Job Level</b>	3
<b>Alternative Title/s</b>	Product Manager

## Job Purpose

To develop and deliver the product plans for designated products in order to maximise sales and profitability.

- To be responsible for development and management of business and promotional plans to meet product briefs for designated products
- To manage price, structure and composition of product range including margin and stock levels
- To liaise closely with marketing management on product performance issues
- To understand competitive position in market place and price action required for business plan
- To monitor sales and margins and recommend responsive action
- To develop and fulfil promotional plans

## Knowledge/Skills/Experience

Graduate level or equivalent in an appropriate discipline, e.g. business studies, marketing  
Likely to have had several years' marketing experience preferably in retail sector  
Likely to have had at least 1 year's experience as Assistant Product Manager

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<b>24.32</b>	<b>Trade Planning Manager</b>
<b>Job Level</b>	3
<b>Alternative Title/s</b>	Trade Marketing Manager

## Job Purpose

To plan feature space promotions for a number of areas of the business, across all store formats. To manage the promotion merchandising rules, feature space targets and plans to communicate across the business.

- To check promotion selections across formats to deliver competitive promotions for customers
- To liaise with commercial (buying) to ensure products are available for promotions
- To produce promotion space plans to enable space range and display; to produce planograms
- To communicate feature space plans to supply chain to enable them to plan stock availability
- To set features space targets for commercial based on trade plan and sales forecasts
- To identify opportunities and advise events teams on merchandising solutions

## Knowledge/Skills/Experience

Graduate level or equivalent in an appropriate discipline, e.g. business studies, marketing  
Likely to have had a minimum of 2 years' marketing experience

# Retail Salary Survey

24.33

**Local Marketing Manager**

**Job Level**

3

## **Job Purpose**

To manage individual marketing campaigns for new stores, refits and extensions.

- To design and manage local marketing activity for new, refitted and extended stores within a region in order to attract customers and to achieve sales targets
- To visit all new stores to understand local catchment and local market
- To select and brief third party agencies to deliver campaigns
- To work with the Site Research and Property Development teams to inform campaigns
- To attend all store launches and deal with any issues
- To track store sales and review campaign effectiveness
- To devise and trial new tactics and share learnings across the team

## **Knowledge/Skills/Experience**

Graduate level or equivalent in an appropriate discipline, e.g. business studies, marketing  
Likely to have had a minimum of 2 years' retail marketing experience as well as project management experience

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24.34

**Category Manager**

**Job Level**

3

## **Job Purpose**

To develop and implement the services strategy for a designated category, delivering against targets for stores and the division.

- To organise and implement successful trials/launches or projects
- To identify opportunities for the growth of the services through new initiatives as well as on-going review of key sales levers
- To identify new opportunities to promote the service and target new customers
- To review sales per week, per store. To analyse data and make recommendations
- To review existing practices and recommend improvements. To ensure new initiatives are successfully implemented
- To give feedback to buying and merchandising teams on bestsellers
- To ensure brand standards are maintained

## **Knowledge/Skills/Experience**

Graduate level or equivalent in an appropriate discipline, e.g. business studies, marketing  
Retail store and head office experience  
Experience of category management in an FMCG or similar environment

## Retail Salary Survey

### 24.35 Commercial Manager

**Job Level** 3

#### **Job Purpose**

To develop and manage new corporate clients for voucher and gift card business.

- To maintain and develop existing direct corporate client base
- To develop and manage external third party voucher and card providers
- To identify new corporate business opportunities and to generate leads
- To market the corporate business service, e.g. through advertising, mailshots, agency representation and trade exhibitions
- To be involved in order fulfilment and preparation as necessary. To ensure orders are processed in line with agreed performance objectives
- To identify opportunities for sales growth by analysing competitor and market activity, key trends and through an in depth knowledge of the corporate market.

#### **Knowledge/Skills/Experience**

Graduate calibre  
Retail experience  
Commercial experience

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### 24.41 Senior Brand Manager

**Job Level** 4

**Alternative Title/s** Marketing Manager

#### **Job Purpose**

To maximise and drive sales and profitability of product groups by the effective use of marketing in the short and medium term. To lead and motivate a marketing team.

- To input into and set budgets for marketing
- To manage sales forecasting and achievement of profit targets
- To oversee commercial viability of the promotional plan
- To liaise with buyers to achieve construction of profitable product ranges

#### **Knowledge/Skills/Experience**

Graduate level or equivalent in an appropriate discipline, e.g. business studies, marketing  
Significant commercial experience with extensive experience in the retail and/or FMCG sectors



## Retail Salary Survey

**24.42** **Communications Manager**

**Job Level** 4

**Alternative Title/s** Direct Marketing Manager

### **Job Purpose**

To maximise customer interest, loyalty and ultimately sales through the development of relevant publications in order to provide ongoing communication with potential and existing company customers. To lead and motivate a direct marketing team.

- To input into and set budgets for direct marketing activity
- To manage sales forecasting and achievement of profit targets
- To plan and co-ordinate mailers and leaflets including sourcing suppliers and negotiating prices
- To oversee copy, design and production of mailers and leaflets
- To manage budgets
- May be responsible for a customer magazine

### **Knowledge/Skills/Experience**

Graduate level or equivalent in an appropriate discipline, e.g. business studies, marketing  
Significant experience with experience in the retail and/or FMCG sectors as well as direct marketing experience

# Retail Salary Survey

**24.43** **Senior Trade Planning Manager**

**Job Level** 4

**Alternative Title/s** Senior Trade Marketing Manager

## **Job Purpose**

To lead and develop the feature space and trade planning team to plan and deliver exciting and relevant trading activity and promotions for customers.

- To manage a team of people to:
  - Produce 52 week rolling Trade Plan which is understood by staff and works for customers
  - To join up the Trade Plan, customer plan and business capacity to ensure it is delivering business priorities and making it simpler for stores
  - Identify format trade gaps and work with commercial (buying) to agree solutions
  - Agree Feature Space plans and ensure they are aligned to the Trade Plan
  - Ensure Feature Space delivers more sales and better promotions for customers
  - Communicate the process and tools for Feature Space promotions to stores and define and shape the process for buying
  - Communicate and develop merchandising and planning principles to format needs
  - Manage ad-hoc trade activity
- To identify new ways to plan trade and feature space and work cross-functionally to influence and gain support from Directors to implement change
- To report on performance of promotions to senior management

## **Knowledge/Skills/Experience**

Graduate level or equivalent in an appropriate discipline, e.g. business studies, marketing  
Significant commercial experience with extensive experience in the retail and/or FMCG sectors  
Strong knowledge of buying; experienced people manager

# Retail Salary Survey

## 24.44 Price Manager

**Job Level** 4

### Job Purpose

To lead and manage a team developing, monitoring and controlling pricing strategy.

- To manage the pricing team
- To negotiate contracts terms and service levels with price checking agencies
- To report the company price position to the business
- To agree price plans
- To mark recommendations on plans to senior management
- To lead price launch activity

### Knowledge/Skills/Experience

Graduate level or equivalent in an appropriate discipline, e.g. business studies, marketing  
Extensive marketing experience  
Experienced people manager

---

## 24.51 Marketing Manager

**Job Level** 5

### Job Purpose

To manage the Marketing team. To contribute to the business marketing strategy and to ensure that the strategy is implemented.

- To initiate and deliver marketing/promotional plans
- To explore, develop and exploit new marketing opportunities
- To work with senior management to agree priorities and champion local marketing agenda
- To lead relationships with third party agencies
- To develop the tactics and toolkit to ensure effective communication, best and consistent practice
- To manage a marketing budget ensuring impact of spend is maximised

### Knowledge/Skills/Experience

Graduate level or equivalent in an appropriate discipline, e.g. business studies, marketing  
Significant commercial experience with extensive experience in the retail and/or FMCG sectors  
Experienced people manager; operational experience of stores

# Retail Salary Survey

## 24.52 Senior Local Marketing Manager

**Job Level** 5

### Job Purpose

To manage the Local Marketing team to ensure delivery of the most cost effective marketing campaigns for new stores/refits/extensions.

- To manage a team of people to:
  - Attract new customers to new stores, refits and extensions through local marketing
  - Identify opportunities to retain and grow customers where there is competitor impact
  - Identify opportunities to grow customers in underperforming stores, addressing the key issues and then re-marketing the store
- To work with senior operations management to agree priorities and champion the local marketing agenda
- To lead the relationship with third party agencies
- To develop the tactics and toolkit to ensure effective communication, best and consistent practice
- To manage a local marketing budget ensuring impact of spend is maximised

### Knowledge/Skills/Experience

Graduate level or equivalent in an appropriate discipline, e.g. business studies, marketing  
Significant commercial experience with extensive experience in the retail and/or FMCG sectors  
Experienced people manager; operational experience of stores

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## 24.61 Head of Marketing

**Job Level** 6

### Job Purpose

To be responsible for development of company marketing strategy. To ensure that marketing initiatives are communicated to customers using all available channels. To account fully for marketing spend.

- To evolve and implement a co-ordinated marketing strategy
- To produce individual marketing/promotional plans
- To judge and agree proposed creative solutions
- To lead negotiations with major agencies used
- To develop and maintain good working relationships with senior management
- To explore, develop and exploit new marketing opportunities

### Knowledge/Skills/Experience

Graduate level or equivalent in an appropriate discipline, e.g. business studies, marketing  
Multi-faceted commercial experience with extensive experience in the retail and/or FMCG sectors, and experience in retail management.

# Retail Salary Survey

## Design (25)

*In each job, the survey code for each job is shown followed by the survey job title.*

25.11 Design Assistant  
25.21 Assistant Designer  
25.31 Designer  
25.41 Senior Designer  
25.51 Design Manager  
25.61 Head of Design

# Retail Salary Survey

## 25.11 Design Assistant

**Job Level** 1

### Job Purpose

To assist Designers as required. To develop knowledge of design and markets.

- To contribute to the trend identification process
- To support Designer in producing CAD designs
- To deliver CAD images within specified time frame
- To work on projects as delegated

### Knowledge/Skills/Experience

Graduate level or equivalent  
Entry level role

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## 25.21 Assistant Designer

**Job Level** 2

**Alternative Title/s** Junior Designer  
Design Technologist

### Job Purpose

To contribute to the strategic plan for their product area by proposing ideas on latest shapes, colours, moods, fabrics and techniques.

- To contribute to the trend identification process
- To produce CAD designs as directed adhering to critical path and buying calendar
- To work with buyers/suppliers/sample room to deliver sample process from design concept to confirmation
- To work on projects as delegated; to support Designers

### Knowledge/Skills/Experience

Graduate level or equivalent  
Likely to have had 1-2 years' experience in design

# Retail Salary Survey

**25.31** **Designer**

**Job Level** 3

## **Job Purpose**

To ensure that the designs for designated product area are representative of the latest trends whilst reflecting company brand in order to meet customer expectations.

- To contribute to the identification of key trends and contribute to trend overview process
- To ensure design process adheres to critical path and buying calendar
- To deliver required number of designs within specified time frame
- To work with buyers/suppliers/sample room to deliver sample process from design concept to confirmation
- To identify new fabrics and trims
- To manage team members

## **Knowledge/Skills/Experience**

Graduate level or equivalent  
Likely to have had several years' experience in design

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**25.41** **Senior Designer**

**Job Level** 4

## **Job Purpose**

To work with Designers in identifying and presenting season trends and key items to translate into profit opportunities for the company.

- To identify key trends and contribute to trend overview process
- To monitor and evaluate the commercial potential of designs
- To ensure newness and innovation
- To ensure design process adheres to critical path and buying calendar
- To deliver required number of designs within specified time frame
- To oversee sample production from design concept to confirmation
- To identify new fabrics and trims

## **Knowledge/Skills/Experience**

Graduate level or equivalent  
Significant experience in design

## **Job Factor**

For Designer and Senior Designer please also indicate your job holder's specialism where it is relevant:

- 1 = Fashion
- 2 = Non-fashion

# Retail Salary Survey

## 25.51 Design Manager

**Job Level** 5

### Job Purpose

To ensure that the company's product offer each season represents a commercially effective blend of the latest trends whilst maintaining strong brand image.

- To plan and create an inspirational product strategy for the department which reflects latest shapes, colours, moods, fabrics and seasonal changes whilst taking into account merchandising history
- To monitor and evaluate the commercial potential of designs
- To determine design process strategy and ensure critical path and buying calendar are fulfilled
- To be responsible for sample production from design concept to confirmation
- To liaise with internal management to agree critical paths and strategies
- To manage team members and oversee freelance design resource

### Knowledge/Skills/Experience

Graduate level or equivalent

Extensive experience in design including experience working at senior levels

**Note:** Design Managers have designers reporting to them

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## 25.61 Head of Design

**Job Level** 6

### Job Purpose

To be responsible for the day to day management of the Design function. To be responsible for ensuring that the company's product offer each season represents a commercially effective blend of latest fashion trends whilst maintaining strong brand image.

- To lead the design team.
- To develop an inspirational product strategy for the department which reflects latest shapes, colours, moods, fabrics and seasonal changes whilst taking into account merchandising history and to ensure that this is implemented according to plan
- To ensure that the commercial potential of designs is optimised
- To have overall responsibility for the design process strategy
- To liaise with senior management on critical paths and strategies
- To manage design budget

### Knowledge/Skills/Experience

Graduate level or equivalent

Extensive experience in design including experience working at senior levels

Significant management experience



# Retail Salary Survey

## Facilities Management (26)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 26.01 Clerical Support
- 26.02 Telephonist/Receptionist
- 26.03 Chauffeur (No Overtime)
- 26.04 Chauffeur (With Overtime)
- 26.05 Multi-skilled Tradesperson
- 26.06 Technician
- 26.11 Services Supervisor
- 26.21 Assistant Services Manager
- 26.22 Maintenance Manager
- 26.23 Facilities Specialist
- 26.31 Services Manager
- 26.41 Services Controller

### **Jobs Listing by Job Family**

- 26.01 Clerical Support
- 26.02 Telephonist/Receptionist
- 26.03 Chauffeur (No Overtime)
- 26.04 Chauffeur (With Overtime)
- 26.05 Multi-Skilled Tradesperson
- 26.06 Technician
- 26.22 Maintenance Manager
- 26.23 Facilities Specialist
- 26.11 Services Supervisor
- 26.21 Assistant Services Manager
- 26.31 Services Manager
- 26.41 Services Controller

## Retail Salary Survey

**26.01**

**Clerical Support**

**Job Level**

0

**Alternative Title/s**

Post Room Assistant  
Stationery Clerk  
Administration Assistant

### **Job Notes**

To provide a support service to the company in the office services area, e.g. post room, filing, ordering stationery, photocopying, etc.

Only match adult pay rate job holders here.

### **Knowledge/Skills/Experience**

GCSE level education or equivalent  
Some general office experience

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**26.02**

**Telephonist/Receptionist**

**Job Level**

0

### **Job Purpose**

To provide a telephone answering and visitor reception service.

### **Knowledge/Skills/Experience**

GCSE level education or equivalent  
Switchboard training

## Retail Salary Survey

<b>26.03</b>	<b>Chauffeur (No Overtime)</b>
<b>26.04</b>	<b>Chauffeur (With Overtime)</b>
<b>Job Level</b>	0

### Job Purpose

To provide a chauffeuring service to company as directed

- To carry out routine maintenance on one or more company vehicle(s), i.e. checking oil, tyres, etc., and washing vehicle(s)
- May be required to carry out other routine mechanical maintenance as necessary

### Notes

In the survey this job appears twice:

#### For 26.03

Give the basic salary **EXCLUDING** overtime payment

#### For 26.04

Give the basic salary **INCLUDING** total typical overtime payment

Please show any bonus as normal in the additions column

### Knowledge/Skills/Experience

GCSE level education or equivalent  
Driver training

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<b>26.05</b>	<b>Multi-skilled Tradesperson</b>
<b>Job Level</b>	0
<b>Alternative Title/s</b>	Handyperson

### Job Purpose

As part of the maintenance team to support the site by delivering planned and reactive maintenance tasks.

- To carry out non-technical planned preventative maintenance tasks
- To undertake reactive maintenance from minor maintenance requests
- To support change work in the site
- To carry out work with due regard to the health and safety of staff and customers

### Knowledge/Skills/Experience

Basic education – literate and numerate  
Manual maintenance skills  
Able to use computer systems

# Retail Salary Survey

**26.06** **Technician**

**Job Level** 0

## Job Purpose

As part of the maintenance team to respond to maintenance requests and issues. To carry out planned preventative maintenance as assigned.

- To monitor site and equipment to minimise any disruption to the business operation
- To carry out reactive maintenance, to rectify faults within competency and skill set and without specialist contractor intervention
- To carry out preventative maintenance tasks as delegated
- To evaluate new work and quotations with a view to undertaking the work in-house if cost effective and without impact on other service level agreements
- To provide out-of-hours support on a rota basis
- To support change work in the site
- To carry out work with due regard to the health and safety of staff and customers

## Knowledge/Skills/Experience

Experienced time-served Craftsperson/Technician  
Is multi-skilled - has a base training in mechanical or electrical work  
Likely to have had at least 2 years' appropriate working experience  
Able to use computer systems

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**26.11** **Services Supervisor**

**Job Level** 1

**Alternative Title/s** Post Room Supervisor  
Facilities Supervisor

## Job Purpose

To be responsible for a team providing a support service to the company in the office services area, e.g. post room, stationery, reception, etc., and for meeting agreed service level targets.

- To organise work rotas for members of team
- To arrange training
- To deal with day to day problems arising in section

## Knowledge/Skills/Experience

GCSE level education or equivalent  
Likely to have had 2-3 years' relevant commercial experience

## Retail Salary Survey

### 26.21 Assistant Services Manager

**Job Level** 2

**Alternative Title/s** Assistant Facilities Manager

#### Job Purpose

To assist with the planning and control of site facilities. In larger organisations/sites this may be responsible for part of the facilities.

- To assist with organisation of work teams delivering services to the site, e.g. post, cleaning, security, maintenance
- To liaise as required with external authorities, e.g. on building regulations, environmental issues, etc.
- To deal with office projects, e.g. office moves
- To monitor performance of contractors working on site

#### Knowledge/Skills/Experience

HNC level education or equivalent in a relevant discipline  
Likely to have had 2-3 years' relevant building services experience

---

### 26.22 Maintenance Manager

**Job Level** 2

#### Job Purpose

To provide a comprehensive maintenance service to the site through planned preventative maintenance and management of specialist contractors.

- To organise general maintenance work ensuring on a daily basis that repairs are carried out
- To organise planned maintenance of building and equipment through team and/or contractors
- To monitor and evaluate performance of contractors
- To provide support as needed on projects on site
- To ensure that cleaning is carried out on site; to oversee waste disposal, collection and recycling
- To manage out of hours support on a rota basis
- To support change work in the site
- To ensure that all work is carried out with due regard to the health and safety
- To monitor and appraise performance of team members
- To monitor and control staff resources within agreed budget
- To lead and develop team

#### Knowledge/Skills/Experience

HNC or equivalent  
Relevant working experience  
Supervisory experience

# Retail Salary Survey

## 26.23 Facilities Specialist

**Job Level** 2

### Job Purpose

To be responsible for hard and soft services for stores maintenance for a designated region/group of stores/sites.

- To manage external service providers to ensure stores are maintained to brand standards and in compliance with all statutory and legal regulations
- To be responsible for performance of preventative and reactive maintenance to company standards on time and within budget
- To identify maintenance issues, diagnose and resolve
- To plan work distribution for maintenance and monitor performance
- To manage work flow and to develop and implement methods to evaluate compliance; to document processes and procedures
- To visit stores in region of responsibility, audit service provision and build relationships with store managers

### Knowledge/Skills/Experience

Degree in a relevant subject, e.g. facilities management, engineering, business administration or equivalent

Likely to have NEBOSH/ISOH qualification

Likely to have had 3 years' facilities experience

General understanding of relevant regulations, building codes, health & safety, etc.

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## 26.31 Services Manager

**Job Level** 3

**Alternative Title/s**  
General Services Manager  
Facilities Manager  
Head Office Services Manager

### Job Purpose

To be responsible for the planning and control of site facilities. To ensure that site services meet agreed service level targets. In larger organisations/sites this may be responsible for part of the facilities.

- To organise work of teams delivering services to the site, e.g. post, cleaning, security, maintenance
- To liaise as required with external authorities, e.g. on building regulations, environmental issues, etc.
- To be responsible for organising office projects, e.g. office moves
- To source, negotiate with and monitor performance of contractors
- To input into services budget and to deliver services within budget

### Knowledge/Skills/Experience

Graduate level education or equivalent in a relevant discipline

Likely to have had significant relevant building services experience

## Retail Salary Survey

**26.41** **Services Controller**

**Job Level** 4

**Alternative Title/s** Facilities Controller

### **Job Purpose**

To have overall responsibility for site facilities.

- To set targets for service levels and to manage department to ensure that services levels are met
- To liaise at senior level with external authorities, e.g. on building regulations, environmental issues
- To negotiate contracts
- To manage service budget

### **Knowledge/Skills/Experience**

Graduate level education or equivalent in relevant discipline  
Extensive relevant experience

# Retail Salary Survey

## Loss Prevention (27)

*In each job, the survey code for each job is shown followed by the survey job title.*

27.01 Security Officer  
27.11 Security Supervisor  
27.12 Loss Prevention Analyst  
27.21 Loss Prevention Co-ordinator  
27.31 Security Manager  
27.32 Loss Prevention Manager  
27.41 Senior Loss Prevention Manager  
27.61 Head of Security

### **Jobs Listing by Job Family**

27.01 Security Officer  
27.11 Security Supervisor  
27.31 Security Manager  
27.12 Loss Prevention Analyst  
27.21 Loss Prevention Co-ordinator  
27.32 Loss Prevention Manager  
27.41 Senior Loss Prevention Manager  
27.61 Head of Security



# Retail Salary Survey

## 27.01 Security Officer

**Job Level** 0

### Job Purpose

To minimise shrinkages within warehouse and to protect company buildings and property.

- To protect company property and buildings against theft and vandalism by employees or intruders
- To ensure no unauthorised persons or vehicles gain access to company premises
- To deal courteously with visitors as required
- To monitor and record staff and vehicle searches, alarm activations, items removed from site

### Knowledge/Skills/Experience

GCSE level education or equivalent  
Relevant security experience

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## 27.11 Security Supervisor

**Job Level** 1

### Job Purpose

To ensure integrity of company assets, personnel and premises in order to minimise losses for designated areas. To ensure security team follow company procedures.

- To organise security teams to provide continuous security cover for designated premises/area
- To maintain up to date knowledge of security technology and services and make recommendations
- To liaise with police, other companies and other security personnel in local area
- To investigate cases of loss or breach of company procedures, to recommend appropriate action
- To monitor and record staff and vehicle searches, alarm activations, items removed from site

### Knowledge/Skills/Experience

GCSE/A level standard  
Likely to have had several years' relevant security experience, e.g. police, armed services  
People management skills

# Retail Salary Survey

## 27.12 Loss Prevention Analyst

**Job Level** 1

### Job Purpose

To provide administrative support to the Loss Prevention team by measuring performance, highlighting successes and issues, and initiating loss prevention solutions and activity.

- To provide administrative and analytical support to the Loss Prevention team ensuring projects and plans are effective and on target
- To collate, analyse and disseminate Loss Prevention reports and information
- To research data from stores, areas, regions, etc., to provide team with information and standardised reports to use to strengthen prevention and detection
- To support the investigative process into internal and external theft/fraud, non-compliance issues, etc., by providing reports, documentation or evidence
- May be expected to coordinate business continuity plans for a designated region
- To manage security systems, CCTV, access control. To monitor service provider performance and costs
- To monitor alarms, out of hours activity, etc.
- To research and organise Loss Prevention projects and contribute to projects as needed that involve an aspect of Loss Prevention

### Knowledge/Skills/Experience

Good educational background minimum GCSE with Maths & English

Likely to have loss prevention/security/risk/audit/investigator experience and may have a related qualification

Knowledge of security related criminal law, employment law, H&S regulation, disciplinary procedures  
Computer literate

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## 27.21 Loss Prevention Co-Ordinator

**Job Level** 2

**Alternative Title/s** Prevention Officer

### Job Purpose

To work in partnership with Regional/Area Managers to maximise profitability by improving store compliance with loss prevention systems and procedures.

- To work with Retail to improve store compliance on loss prevention systems and procedures
- To support implementation of shrinkage reduction plan and effective use of shrinkage preventative measures
- To complete internal theft investigations
- To support set up of systems and procedures in new stores working with other support functions
- To provide training and coaching on shrinkage

### Knowledge/Skills/Experience

Graduate level education or equivalent

Likely to have had several years' relevant retail experience

Good understanding of IT

Alan Jones & Associates

## Retail Salary Survey

<b>27.31</b>	<b>Security Manager</b>
<b>Job Level</b>	3
<b>Alternative Title/s</b>	Retail Security Manager

### Job Purpose

To manage a security team. To develop security policies and ensure these are implemented. To find cost effective solutions using up to date security technology to safeguard company property, personnel and buildings.

- To forecast and monitor expenditure on security services and equipment
- To develop security training packages for presentation to management and staff to improve their ability to deal with security issues
- To maintain comprehensive awareness of legislation, best practice on criminal prosecutions, employment practice, fair trading and loss prevention techniques and to make recommendations on security strategy
- To develop and recommend security policies
- To ensure all cases of dishonesty or malpractice are investigated

### Knowledge/Skills/Experience

Minimum A level education or equivalent  
Extensive relevant security experience, e.g. police, armed services.  
People management skills  
Retail security experience

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<b>27.32</b>	<b>Loss Prevention Manager</b>
<b>Job Level</b>	3
<b>Alternative Title/s</b>	Risk Manager

### Job Purpose

To develop and support the implementation of a Loss Prevention Management strategy. To ensure reduction of risk in all major areas: personal safety, crisis management, shrinkage reduction, asset protection, business continuity, disaster recovery. To contribute to fire and health & safety management.

- To provide Loss Prevention Management training to operations staff
- To advise on incidents and recommend future actions to minimise risk
- To manage third party contract service providers and to monitor budgets
- To manage team of Loss Prevention Co-ordinators
- To provide immediate support in the event of any incidents
- To provide specialist advice in own technical area (e.g. crime prevention, terrorism, logistics)

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Likely to have had significant working experience in a retail environment.  
Knowledge of criminal, employment and health & safety law  
Knowledge of crime prevention methods

Alan Jones & Associates

## Retail Salary Survey

**27.41** **Senior Loss Prevention Manager**

**Job Level** 4

**Alternative Title/s** Senior Risk Manager

### Job Purpose

To devise, develop and support the Loss Prevention Management strategy. To ensure reduction of risk in all major areas: personal safety, crisis management, shrinkage reduction, asset protection, business continuity, disaster recovery. To contribute to fire and health & safety management.

- To be responsible for provision of Loss Prevention Management training to operations staff
- To advise on incidents and recommend future actions to minimise risk
- To be responsible for third party contract service providers and to monitor budgets
- To have overall responsibility for the Loss Prevention team
- To ensure that the procedures are in place to provide immediate support in the event of any incidents
- To advise management in Loss Prevention

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Extensive working experience in a retail environment.  
Good knowledge of criminal, employment and health & safety law  
Good knowledge of crime prevention methods

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**27.61** **Head of Security**

**Job Level** 6

**Alternative Title/s** Head of Loss Prevention

### Job Purpose

To lead, manage, motivate and develop the security team.

- To formulate strategy and policy to deliver an effective and efficient security service
- To represent the business externally, e.g. with police and other security services
- To maintain contact with other retail security professionals, suppliers, law enforcement agencies, etc., to keep up with best practice
- To advise business on new technology in security
- To investigate security problems
- To be responsible for training for employees in dealing with security

### Knowledge/Skills/Experience

Previous experience with police, security services or security industry  
Good knowledge of criminal law for theft, powers of arrest and police and criminal evidence

## Retail Salary Survey

### Risk & Insurance (28)

*In each job, the survey code for each job is shown followed by the survey job title.*

28.21 Claims Assessor  
28.31 Risk Manager  
28.41 Manager, Risk & Insurance  
28.51 Business Continuity Manager *\*at risk\**  
28.61 Head of Risk & Insurance

## Retail Salary Survey

### 28.21 Claims Assessor

**Job Level** 2

#### Job Purpose

- To respond to enquiries/contacts from customers of the company received by telephone, email, post or fax. Where appropriate to contact customers and potential customers.
- To ensure that the customer is dealt with in a satisfactory manner.
- To investigate any problems arising from orders, etc.
- To make routine decisions within strictly defined parameters, e.g. on credits, discounts, etc. May give advice to customers within defined limits.

#### Knowledge/Skills/Experience

GCSE level education or equivalent.

Likely to have had 2 years' experience in a call centre or customer services environment

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### 28.31 Risk Manager

**Job Level** 3

**Alternative Title/s** Liability Claims Controller  
Insurance Administration Manager

#### Job Purpose

To manage a department dealing with insurance claims and/or cover. To advise management on ways to reduce claims and costs.

In some companies this position will be responsible for a part of the function, e.g. employee liability claims, customer claims, administration of insurances, organisation of insurance cover.

#### Knowledge/Skills/Experience

Degree level education or equivalent

Likely to have had significant relevant commercial experience with claims experience

ACII or similar insurance/legal qualification

# Retail Salary Survey

## 28.41 **Manager, Risk And Insurance**

**Job Level** 4

### **Job Purpose**

To ensure efficient administration of claims made against or by the company in respect of liabilities, assets and profits.

- To provide professional guidance to management in matters of loss recovery and claims handling
- To manage service providers ensuring that they meet with company standards in terms of performance
- To ensure that risk improvement is undertaken based on feedback from incidents
- To deal with complex incidents
- To ensure departmental systems and procedures are efficient and records are properly maintained
- To supervise day to day work of department

### **Knowledge/Skills/Experience**

Degree level education or equivalent  
Extensive relevant experience with extensive insurance/claims experience  
Associate of Chartered Insurance Institute

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## 28.51 **Business Continuity Manager**

**Job Level** 5

### **Job Purpose**

To develop, implement, maintain and exercise business continuity plans. To perform supporting operations to enable an effective response to any event that could seriously threaten the commercial viability, reputation and business operations of the company.

- To analyse key locations and functions within the business, and to identify and agree effective areas for plan development
- To develop and implement business continuity plans for the locations and functions
- To develop and maintain a programme of testing functioning and effectiveness of all elements of business continuity, i.e. business recovery centres, cascades, emergency communications
- To assist in building and embedding an awareness culture of business continuity issues throughout the company
- To liaise with third party business continuity service providers as necessary
- To identify threats and risks to the company and disseminate that information

### **Knowledge/Skills/Experience**

Educated to Degree Level  
Membership of the Business Continuity Institute or related professional body  
A minimum of 2 years' Business Continuity Management, Crisis Management, Disaster Recovery, Risk Management or Internal Audit experience within a medium/large multi-disciplined company

# Retail Salary Survey

28.61

**Head of Risk And Insurance**

**Job Level**

6

## **Job Purpose**

To manage the risk and insurance function ensuring that company has procedures and policies in place to minimise risks and liabilities and that any claims made by or against the company are dealt with.

- To provide professional guidance to management in matters of loss recovery and claims handling
- To select, negotiate with and manage service providers
- To ensure that risk improvement is undertaken based on feedback from incidents
- To be responsible for ensuring departmental systems and procedures are efficient and records are properly maintained

## **Knowledge/Skills/Experience**

Degree level education or equivalent

Multi-faceted relevant experience with extensive insurance/claims experience and experience at senior management level.

Associate of Chartered Insurance Institute



# Retail Salary Survey

## Internal Audit (29)

*In each job, the survey code for each job is shown followed by the survey job title.*

29.31 Internal Auditor  
29.41 Senior Internal Auditor  
29.51 Internal Audit Manager

# Retail Salary Survey

**29.31** **Internal Auditor**

**Job Level** 3

## **Job Purpose**

To manage and undertake risk and control related projects. To provide an independent and objective review of the company's systems of control.

- To plan, undertake and report on projects as delegated
- To make recommendations based on audit information
- To monitor management's proposed action in response to audit
- Work may be field based
- Will supervise other staff working on audit as required by project

## **Knowledge/Skills/Experience**

Graduate level education or equivalent preferably with relevant professional qualification, e.g. Accountant  
Likely to have had 2 years' relevant experience

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**29.41** **Senior Internal Auditor**

**Job Level** 4

## **Job Purpose**

To co-ordinate the work of an audit team and to manage and undertake risk and control related projects. To provide an independent and objective review of the company's systems of control.

- To co-ordinate the work of the team and assist with planning and execution of projects as delegated
- To manage own audit projects
- To make recommendations based on audit information
- To monitor management's proposed action in response to audit

## **Knowledge/Skills/Experience**

Graduate level education or equivalent preferably with relevant professional qualification, e.g. Accountant  
Likely to have had significant relevant experience

# Retail Salary Survey

**29.51**

**Internal Audit Manager**

**Job Level**

5

## **Job Purpose**

To manage internal audit function. To ensure audits are carried out as scheduled and within budget.

- To agree audit schedule
- To ensure audits are carried out efficiently and to required standards
- To develop and implement company audit procedures
- To report back to senior management on audit results making recommendations for action
- To ensure that agreed system and procedures changes are implemented by management within agreed timeframe

## **Knowledge/Skills/Experience**

Graduate level education or equivalent preferably with relevant professional qualification, e.g. Accountant  
Extensive relevant retail experience with experience working at senior management level.

# Retail Salary Survey

## Procurement (30)

*In each job, the survey code for each job is shown followed by the survey job title.*

30.01 Procurement Administrator  
30.11 Assistant Procurement Officer  
30.21 Procurement Officer  
30.31 Senior Procurement Officer  
30.41 Procurement Manager  
30.61 Head of Procurement

### **Note**

***This is the Procurement Function NOT BUYING. This department is engaged in purchasing items for use by the company, not for re-sale to customers.***

## Retail Salary Survey

**30.01** **Procurement Administrator**

**Job Level** 0

**Alternative Title/s** Purchasing Administrator

### **Job Purpose**

To provide a support service to the Procurement function.

- To maintain the procurement system administering purchase orders and invoices
- To chase deliveries and deal with problems arising
- To deal with queries, e.g. on invoices, prices, timescales, etc.
- To generate routine and ad hoc reports as required
- May be responsible for some routine procurement

### **Knowledge/Skills/Experience**

GCSE level education or equivalent

Likely to have had 1-2 years' commercial experience

Keyboard skills

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**30.11** **Assistant Procurement Officer**

**Job Level** 1

**Alternative Title/s** Assistant Purchasing Officer  
Assistant Buyer (Purchasing)

### **Job Purpose**

To assist with the sourcing of non-merchandise suppliers and place orders whilst achieving competitive terms for the company.

- To assist with supplier relationships - selection, negotiations, delivery details, etc.
- To develop good working relationships within the company with purchasing originators
- To liaise with Planning and Forecasting to ensure optimum stock levels are maintained

### **Knowledge/Skills/Experience**

Graduate level or equivalent in a relevant business oriented discipline

This is typically a first position for a new graduate

## Retail Salary Survey

### 30.21 Procurement Officer

**Job Level** 2

**Alternative Title/s** Purchasing Officer  
Buyer (Purchasing)

#### Job Purpose

To source suppliers and obtain non-merchandise goods and services at most competitive prices. To challenge and influence procurement decisions within the company.

- To buy range of products and services as designated; to be point of contact for these purchases
- To negotiate prices of goods and services, as well as performance targets for suppliers
- To develop relationships within the company in order to assess needs, create procurement awareness and monitor service provided
- To source, evaluate and select new suppliers; to monitor current suppliers
- To oversee work of more junior staff; to ensure procurement records are kept up to date

#### Knowledge/Skills/Experience

Graduate level or equivalent in a relevant business oriented discipline  
Likely to have had 2-3 years' procurement experience  
May be working towards membership of Institute of Procurement & Supply

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### 30.31 Senior Procurement Officer

**Job Level** 3

**Alternative Title/s** Senior Purchasing Officer  
Senior Buyer (Purchasing)

#### Job Purpose

To source suppliers and obtain non-merchandise goods and services at most competitive prices. To challenge and influence procurement decisions within the company.

- To buy range of products and services as designated; to be point of contact for these purchases
- To negotiate prices of goods and services, as well as performance targets for suppliers
- To develop relationships within the company in order to assess needs, create purchasing awareness and monitor service provided
- To manage supplier base, to investigate and develop new sources; to draft contracts with suppliers
- To oversee work of more junior staff; to ensure procurement records are kept up to date

#### Knowledge/Skills/Experience

Graduate level or equivalent in a relevant business oriented discipline  
Likely to have had significant procurement experience  
Member of the Institute of Procurement & Supply

## Retail Salary Survey

**30.41** **Procurement Manager**

**Job Level** 4

**Alternative Title/s** Purchasing Manager

### **Job Purpose**

To manage non-merchandise Procurement function or a part of the function (in larger companies). To be responsible for ensuring that company is supplied with the goods and services it requires at competitive prices. To challenge and influence procurement decisions within the company.

- To develop relationships within the company in order to assess needs, create procurement awareness and monitor service provided
- To deal with major suppliers, to be involved in contractual negotiations as required
- To monitor performance of suppliers to the company
- To manage Procurement Officers and administrative staff ensuring company processes, procedures and standards are maintained

### **Knowledge/Skills/Experience**

Graduate level or equivalent in a relevant business oriented discipline  
Extensive procurement experience including management experience  
Member of the Institute of Procurement & Supply

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**30.61** **Head of Procurement**

**Job Level** 6

**Alternative Title/s** Head of Purchasing

### **Job Purpose**

To be responsible for the non-merchandise Procurement function. To be responsible for ensuring that company is supplied with the goods and services it requires at competitive prices. To challenge and influence procurement decisions within the company.

- To develop relationships within the company in order to assess needs, create procurement awareness and monitor service provided
- To deal with major suppliers, to be involved in contractual negotiations as required
- To ensure that performance of suppliers to the company meet company standards
- To manage procurement department ensuring company processes, procedures and standards are established and maintained

### **Knowledge/Skills/Experience**

Graduate level or equivalent in a relevant business oriented discipline  
Extensive procurement experience including several years' experience at a senior management level.  
Member of the Institute of Procurement & Supply

# Retail Salary Survey

## Supply Chain (31)

*In each job, the survey code for each job is shown followed by the survey job title.*

31.01 Import Administrator  
31.02 Supply Chain Data Administrator  
31.03 Transportation Administrator  
31.11 Import Co-ordinator  
31.12 Import Analyst  
31.21 Import Team Leader  
31.22 Supply Chain Analyst  
31.23 Transportation Analyst  
31.31 Stock Control Manager  
31.32 Channel Planning Manager  
31.33 Transportation Hub Supervisor  
31.34 Inventory Manager  
31.41 Supply Chain Manager  
31.42 Distribution Contract Manager  
31.43 Logistics Services Manager  
31.44 Transport Manager  
31.51 Supply Chain Senior Manager  
31.61 Head of Distribution

### **Jobs Listing by Job Family**

31.01 Import Administrator  
31.11 Import Co-ordinator  
31.12 Import Analyst  
31.21 Import Team Leader  
31.31 Stock Control Manager  
31.02 Supply Chain Data Administrator  
31.22 Supply Chain Analyst  
31.32 Channel Planning Manager  
31.41 Supply Chain Manager  
31.51 Supply Chain Senior Manager  
31.03 Transportation Administrator  
31.23 Transportation Analyst  
31.33 Transportation Hub Supervisor  
31.44 Transport Manager  
31.34 Inventory Manager  
31.42 Distribution Contract Manager  
31.43 Logistics Services Manager  
31.61 Head of Distribution



# Retail Salary Survey

<b>31.01</b>	<b>Import Administrator</b>
<b>Job Level</b>	0
<b>Alternative Title/s</b>	Import/Export Clerk Shipping Clerk Administration Assistant

## Job Purpose

To deal with a designated part of the administration of importing.

- To maintain and update supplier database
- To authorise invoices for payment
- To raise debit notes and process credit notes
- To keep buying functions informed of shipments via computer system
- To deal with shipping documentation

## Knowledge/Skills/Experience

GCSE level education or equivalent  
Likely to have had 1-2 years' commercial experience  
Basic understanding of shipping/freight forwarding  
Keyboard skills

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<b>31.02</b>	<b>Supply Chain Data Administrator</b>
<b>Job Level</b>	0
<b>Alternative Title/s</b>	Master Data Administrator

## Job Purpose

To create and maintain accurate and timely company master data in line with business critical paths and agreed service level agreements.

- To validate and approve/reject data received from trading unit colleagues, suppliers and other sources ensuring highest level of product data completeness, accuracy and integrity
- To create and maintain product data in system. To ensure work complies with existing processes and procedures and meets company and statutory requirements. To ensure work is accurate
- To log all requests received and ensure that work can be tracked and monitored
- To produce statistical analysis of log

## Knowledge/Skills/Experience

GCSE level education or equivalent  
Good numerical skills  
PC literate especially Word and Excel

# Retail Salary Survey

## 31.03 **Transportation Administrator**

**Job Level** 0

### **Job Purpose**

To provide administrative support to the Transport function.

- To deal with administration within the function, e.g. freight invoicing, delivery reports, payment authorisation processes
- To deal with escalated store queries
- To provide administrative support as designated, dealing with stakeholders
- To deal with collection and delivery schedules
- To perform daily transportation operational processes
- To support management via monitoring trends and compiling and analysing data
- To participate in special projects as directed

### **Knowledge/Skills/Experience**

Good standard of education

Minimum of 2 years' experience in a relevant discipline, e.g. Logistics, Transportation, Customer Service, Retail

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## 31.11 **Import Co-Ordinator**

**Job Level** 1

**Alternative Title/s**  
Senior Import/Export Clerk  
Senior Shipping Clerk  
Supply Chain Co-ordinator

### **Job Purpose**

To control documentation and movement of goods. To liaise with Buying offices, freight agents and distribution centres on deliveries of stock. To maintain tracking system.

- To deal with shipment movements as authorised
- To deal with shipping documents, to check and forward as appropriate
- To liaise with Buying offices and distribution centres on delivery of consignments
- To administer shipping licences
- To classify stock
- To oversee work of more junior staff

### **Knowledge/Skills/Experience**

GCSE level education or equivalent

Likely to have had several years' commercial experience

Good understanding of shipping/freight forwarding

Keyboard skills

# Retail Salary Survey

## 31.12 Import Analyst

<b>Job Level</b>	1
<b>Alternative Title/s</b>	Logistics Analyst

### Job Purpose

To assist with management and provision of information in logistics/supply chain.

- To manage insurance claims and delivery violations
- To deal with queries from Buying and Merchandising teams regarding shipping costs and timing
- To deal with queries from Freight Forwarders regarding shipment of imported goods
- To manage information flow in tracking system from Freight Forwarders
- To check accuracy of information received and resolve queries in a timely manner to prevent delays to stock deliveries to distribution centres
- To maintain databases on freight rates and forwarding agents
- To communicate updated rates to Accounts. To deal with accounts queries

### Knowledge/Skills/Experience

A level education or equivalent (minimum)  
Numerate/analytical  
Likely to have had several years' logistics/accounts experience

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## 31.21 Import Team Leader

<b>Job Level</b>	2
<b>Alternative Title/s</b>	Section Manager

### Job Purpose

To supervise work of a team of Import Administrators/Co-ordinators ensuring that work is carried out to meet company deadlines and to required standards of accuracy.

- To ensure that supplier databases are maintained and updated
- To deal with missing stock and insurance claims
- To deal with stock classification issues
- To ensure tracking system is accurate and up to date
- To supervise team, to provide training

### Knowledge/Skills/Experience

GCSE/A level education or equivalent  
Likely to have had significant commercial experience  
In-depth understanding of shipping/freight forwarding  
Keyboard skills

## Retail Salary Survey

### 31.22 Supply Chain Analyst

**Job Level** 2

**Alternative Title/s** Operations Analyst

#### Job Purpose

To deliver analytical support for operational team.

- To generate operational forecasts across all business activity. To develop processes and reporting that improve forecast accuracy
- To define and enhance key volumetrics against which to manage KPIs. To provide analytical support to support achievement
- To conduct ad-hoc analysis to support delivery of improvement levels of service
- To collate, maintain and communicate key data to ensure Operations team are kept up to date with current performance and issues
- To develop and maintain transition volume model and facilitate communication with all internal and external parties to delivery successful migration. To conduct data interrogation as required to support development of optimal migration plan
- To develop training material to share operational understanding across teams
- To support customer communications effort with analysis as required

#### Knowledge/Skills/Experience

Graduate level education or equivalent  
In-depth knowledge of relevant applications  
Good understanding of the needs of the business  
Good IT skills

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### 31.23 Transportation Analyst

**Job Level** 2

#### Job Purpose

To be responsible for the delivery schedule (this may vary but for example the schedule could be weekly with a 2-4 week forecast). To communicate schedule changes as needed.

- To be responsible for the creation, maintenance, accuracy and timely publication of the delivery schedule
- To ensure data input accuracy to the delivery schedule tools and to ensure it aligns with related systems
- As directed, to communicate directly with designated stores regarding delivery requirements
- To deal with third party providers (if appropriate) regarding delivery schedules and queries
- To contribute to transportation function activities and decision-making
- To support management via monitoring trends and compiling and analysing data
- To implement process improvements

#### Knowledge/Skills/Experience

Degree level education (or equivalent) in a business discipline or similar  
Minimum of 2 years' experience in a relevant discipline, e.g. Logistics, Transportation, Planning, Customer Service, Retail  
Computer literate, database experience, spreadsheet proficiency

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## Retail Salary Survey

**31.31** **Stock Control Manager**

**Job Level** 3

**Alternative Title/s** Import/Export Manager

### **Job Purpose**

To manage the physical movement of stock and related items for designated area/range in the most efficient and cost effective way.

- To manage physical movement of stock responsible for so that adequate stock is available to cope with demand and meet merchandising timescales
- To ensure freight costs are kept to a minimum through effective use of resources
- To manage flow of stock through computerised system ensuring all paperwork is dealt with efficiently
- To deal as required with customs/DTI

### **Knowledge/Skills/Experience**

Graduate level or equivalent in a relevant business discipline

Likely to have had significant logistics experience

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**31.32** **Channel Planning Manager**

**Job Level** 3

**Alternative Title/s** Tactical Planning Manager

### **Job Purpose**

To be responsible for creating and maintaining models and scenarios that result in a feasible plan by channel/route for a specified rolling period (e.g. 12-18 months). To be accountable for short-term tactical planning (e.g. 0-6 weeks).

- To maximise the efficiency through each component of the distributions infrastructure
- To develop a plan which meets performance indicators and is split by distribution channels/routes
- To manage tactical planning in short-term
- To carry out daily appraisal of operations and variances, identify reasons for large variances and recommend solutions
- To formulate and authorise balancing of network's components to meet/exceed tactical business objectives whilst optimising business performance and reducing supply chain costs
- To ensure that data input into strategy model is accurate and that systems meet set targets
- To ensure analysts produce required management information to required standard
- To facilitate development of optimum network strategy to meet service level targets within budget

### **Knowledge/Skills/Experience**

Graduate level education or equivalent

Likely to have had significant experience in retail supply chain

# Retail Salary Survey

31.33

## Transportation Hub Supervisor

Job Level

3

### Job Purpose

To supervise a Transportation team contributing to the management of the flow of merchandise in and out of the Distribution Centre. To monitor service levels, costs, employee performance and departmental results. To make changes as needed in procedures, resources and short-term strategies to improve outcomes.

- To develop and maintain policies, procedures and equipment forecasts needed to support timely dispatch of outbound vehicles
- To contribute to planning for transport operations, vehicle needs, peak contingency planning, exception scheduling
- To contribute to the creation of the Store Delivery schedule
- To support continuous improvement through monitoring trends, analysing information and resolving service failures
- To be responsible for vehicle utilisation planning and for load management and load audits
- To provide cost analysis to support decision making and where possible to identify cost savings whilst maintaining service levels
- To supervise and direct team members

### Knowledge/Skills/Experience

Degree level education (or equivalent)

Minimum of 5 years' of progressive responsibility in Logistics/Transportation

Supervisory experience

Logistics systems user experience (TMS, WMS, BOL Builder, Carton Matching, Load Planning)

# Retail Salary Survey

## 31.34 Inventory Manager

**Job Level** 3

### Job Purpose

To be responsible for maintenance of inventory integrity by ensuring robust procedures are in place for and practiced by operational and inventory teams. To be responsible for highlighting inventory issues to management team. To deal with Distribution Centre stocking strategy and storage capacity.

- To be responsible for management of rework and destruction of product requests
- To be responsible for relationships with 3rd party service providers. To monitor service and deal with set up, invoicing, audits and reviews
- To be responsible for maintaining Distribution Centre inventories from door (inbound) to door (shipping)
- To deal with inventory control templates, audits, annual inventory count and regular reports on stock monitoring processes
- To work with management to ensure that operational processes maintain inventory integrity and to highlight any issues
- To be responsible for audit activity including quality audits, reporting, chargebacks and resource planning
- To be responsible for maintaining and improving warehouse inventory management
- To manage Inventory team; to ensure safe working practices are followed

### Knowledge/Skills/Experience

Degree level education (or equivalent)

Relevant working experience in distribution/warehousing with a minimum of 3 years' experience of managing a team

Good understanding of inventory management/stock control

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## 31.41 Supply Chain Manager

**Job Level** 4

**Alternative Title/s** Supply Chain Advisor

### Job Purpose

To manage designated section ensuring that the company has an efficient and reliable supply chain.

- To be responsible for motivating, co-ordinating and leading the supply chain team in achieving all operational and developmental priorities
- To input into targets for supply chain and to ensure that these are met on time and within budget
- To ensure smooth set up of supply chain for new channels
- To evaluate new suppliers and to make recommendations on improvements to supply chain infrastructure
- To liaise with other business areas to ensure co-ordination of supply chain related activity

### Knowledge/Skills/Experience

Graduate level or equivalent in a relevant business discipline

Extensive logistics experience

## Retail Salary Survey

### 31.42 **Distribution Contract Manager**

**Job Level** 4

**Alternative Title/s** Contract Operations Manager

#### **Job Purpose**

To contribute to business performance by ensuring that the distribution service provided by third party carriers meets agreed timescales and service level agreements.

- To develop operational systems and procedures
- To manage third party distribution carriers via senior management meetings, daily communication with management and regular formal reviews at senior level
- To monitor service levels achieved by third party providers to ensure that all targets for timescales and service levels are met
- To negotiate contracts with third party suppliers
- To ensure that company and statutory health and safety standards are adhered to

#### **Knowledge/Skills/Experience**

Graduate level education or equivalent  
Significant experience in retail supply chain/distribution  
People management experience

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### 31.43 **Logistics Services Manager**

**Job Level** 4

#### **Job Purpose**

To contribute to business performance by providing internal planning and support service to the Logistics function.

- To be responsible for development of Logistics IT systems
- To undertake commercial evaluation of logistics projects and to translate into viable plans
- To manage logistics budgeting process and to monitor spend of agreed budgets
- To ensure Logistics complies with company policies and procedures
- To be responsible for stock control and reconciliation
- To manage Logistics Services team
- To liaise with appropriate senior managers to work to improve Logistics processes and procedures

#### **Knowledge/Skills/Experience**

Graduate level education or equivalent  
Likely to have had significant experience in a senior operational role within logistics/supply chain  
Retail experience



## Retail Salary Survey

### 31.44 **Transport Manager**

**Job Level** 4

#### **Job Purpose**

To be responsible for transport operations.

- To have day to day responsibility for provision of an efficient and cost-effective transport service
- To ensure that service levels are maintained within budget
- To input into and to meet targets set for expenditure, service, etc.
- To manage the Transport team
- To work to improve Transport operation wherever possible

#### **Knowledge/Skills/Experience**

Graduate level education or equivalent experience  
Likely to have had significant experience within logistics/supply chain  
Retail experience

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### 31.51 **Supply Chain Senior Manager**

**Job Level** 5

**Alternative Title/s** Supply Chain Controller

#### **Job Purpose**

To manage designated section ensuring delivering optimum levels of service, meeting company targets within budget.

- To be responsible for motivating, co-ordinating and leading the supply chain team in achieving all operational and developmental priorities
- To input into development and implementation of company systems and strategy for supply chain
- To ensure smooth set up of supply chain for new channels
- To evaluate new suppliers and to make recommendations on improvements to supply chain infrastructure
- To ensure co-ordination of supply chain related activity

#### **Knowledge/Skills/Experience**

Graduate level or equivalent in a relevant business discipline  
Multi-faceted logistics experience with experience at a senior management level

# Retail Salary Survey

**31.61** **Head of Distribution**

**Job Level** 6

**Alternative Title/s** Head of Logistics

## **Job Purpose**

To manage the company's logistics activities covering Logistics Operations and Distribution. To ensure Logistics strategy is in line with and meets company's strategic plans. To provide a low cost, service driven operation, meeting customer's needs and in line with agreed financial targets. To work closely with Director of Supply Chain in identifying new opportunities for improved service/efficiency and anticipating the changing needs of the business

- To lead and manage logistics senior management and team
- To initiate appropriate changes to operation in response to changing priorities
- To direct operations in line with logistics/company strategy
- To promote the appropriate standard of behaviour, approach and attitude
- To develop and implement logistics strategic plans in line with company's supply chain strategy
- To produce and manage the delivery of financial plans for operations and distribution
- To manage and deliver all aspects of the operation in line with service levels agreed

## **Knowledge/Skills/Experience**

Extensive experience in a Senior operational role within logistics/supply chain

# Retail Salary Survey

## Depot/Stores (32)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 32.02 Warehouse Operator
- 32.11 Warehouse Team Leader
- 32.21 Warehouse Supervisor
- 32.22 Maintenance Engineer
- 32.31 Warehouse Department Manager
- 32.32 Industrial Engineer
- 32.33 Warehouse Operations Manager
- 32.41 Warehouse Manager
- 32.42 Engineering Manager
- 32.51 General Manager Distribution Centre

### **Jobs Listing by Job Family**

- 32.02 Warehouse Operator
- 32.11 Warehouse Team Leader
- 32.21 Warehouse Supervisor
- 32.31 Warehouse Department Manager
- 32.33 Warehouse Operations Manager
- 32.41 Warehouse Manager
- 32.22 Maintenance Engineer
- 32.32 Industrial Engineer
- 32.42 Engineering Manager
- 32.51 General Manager Distribution Centre

## Retail Salary Survey

### 32.02 Warehouse Operator

**Job Level** 0

#### **Job Purpose**

To perform a manual role as directed within the warehouse on job functions associated with the receipt, movement, control or distribution of goods

#### **Typical Responsibilities May Include:**

- Loading and unloading vehicles
- Checking and keeping records of incoming and outgoing goods
- Putting away stock
- Accurate picking, packing and despatching of goods
- Stock rotation
- Stock taking duties
- Using fixed or mobile mechanical handling equipment

#### **Knowledge/Skills/Experience**

Previous warehouse experience preferable but not essential

May be trained in the operation of forklift and other types of mechanical handling equipment

Basic level of literacy and numeracy

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### 32.11 Warehouse Team Leader

**Job Level** 1

#### **Job Purpose**

To be responsible for a team of Warehouse Operators.

- To ensure that members of the team achieve the required levels of service to the company in terms of goods receipt/despatch
- To be responsible for ensuring warehouse area is kept clean and tidy
- To ensure that goods are received and stored appropriately and that all warehouse activity is entered into systems
- To be responsible for ensuring team adherence to health and safety regulations
- To liaise with other functions to co-ordinate activities affecting warehouse area, e.g. maintenance
- To be responsible for holiday rotas, cover rotas, etc.

#### **Knowledge/Skills/Experience**

Job matches for this job are likely to have reached this level through a combination of competence and experience working within warehousing/distribution

Typical job matches are likely to have a number of years of relevant experience

Demonstrates competence in own area

Typically works with moderate guidance in own area of knowledge

# Retail Salary Survey

**32.21**

**Warehouse Supervisor**

**Job Level**

2

## **Job Purpose**

To supervise the running of a safe and efficient operation working within clear guidelines to help achieve operational standards and defined outcomes for their area of responsibility.

- To supervise the team in the area/on the shift
- To encourage productivity of the team whilst ensuring that operational and quality standards are maintained
- To ensure that standards are established and that team members receive appropriate training
- May be responsible for managing the team whilst on shift

## **Knowledge/Skills/Experience**

Reasonable standard of education

Likely to have had at least 5 years' experience in retail supply chain/distribution

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**32.22**

**Maintenance Engineer**

**Job Level**

2

## **Job Purpose**

To be a member of a team providing a maintenance service to the Distribution Centre.

- To carry out planned maintenance according to the Planned Maintenance schedule
- To identify damaged or defective equipment and carry out repairs
- To respond as directed to breakdowns or problems with plant/machinery or similar on site
- To ensure all work is carried out adhering to all relevant health and safety regulations and standards
- To maintain records of work
- To ensure spare part and service levels meet specified service criteria

## **Knowledge/Skills/Experience**

ONC/City & Guilds in electrical/mechanical engineering

Apprenticeship with 4 years' study

Some experience in Logistics/Manufacturing environment

## Retail Salary Survey

### 32.31 Warehouse Department Manager

**Job Level** 3

**Alternative Title/s** Warehouse Operations Manager

#### Job Purpose

To contribute to business performance by leading and developing a warehouse team.

- To agree and define business service levels for each area under job holder's control
- To ensure that agreed service levels are met
- To deal as needed with third party suppliers
- To manage warehouse teams ensuring efficient use of space and resources
- Where appropriate, to ensure quality standards are enforced
- To ensure that company and statutory health and safety standards are adhered to

#### Knowledge/Skills/Experience

Graduate level education or equivalent

Likely to have had a minimum of 3 years' experience in retail supply chain/distribution management

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### 32.32 Industrial Engineer

**Job Level** 3

#### Job Purpose

To provide engineering support to the site as needed.

- To undertake engineering tasks, e.g. time/motion studies, process flow analyses and improvements, conceptual process and material handling design capability
- To provide analyses of capacity impacts for projects
- To provide ongoing cause and effect analyses
- To create capacity models, tools and templates for analyses, measurement and ongoing reporting
- To provide analytical support to projects during conceptual/evaluation phase to assess potential costs and/or benefits
- To develop database models to simulate distribution operations and estimate impacts due to changes in business requirements

#### Knowledge/Skills/Experience

Degree in Industrial Engineering or equivalent

Likely to have had 2-3 years' engineering experience

Knowledge of supply chain relationships and volume flows

Knowledge of network capacity design software

Knowledge of distribution methods and operating systems

# Retail Salary Survey

**32.33**

**Warehouse Operations Manager**

**Job Level**

**3**

## **Job Purpose**

To manage the site system control facility.

- To supervise the team monitoring the warehouse automation screens, monitoring alarms and resolving and escalating issues as appropriate
- To encourage productivity by monitoring all systems and communicating promptly and clearly with maintenance when any flow problems or other issues arise
- To manage the physical flow through of the operation
- To ensure that standards are adhered to
- To identify and bring new standards to operation

## **Knowledge/Skills/Experience**

Graduate level education or similar

Likely to have had at least 3 years' experience in retail supply chain/distribution systems management

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**32.41**

**Warehouse Manager**

**Job Level**

**4**

## **Job Purpose**

To maximise profitability and efficiency by ensuring Transport receives the right stock in the correct quantities at the agreed time.

- To lead, manage and develop a team of Shift Managers
- To produce and deliver an operational plan for the Warehouses and team
- To ensure that health and safety standards and operational procedures are adhered to
- To ensure each shift works to maximum efficiency
- To develop and implement projects to reduce costs and improve service

## **Knowledge/Skills/Experience**

Graduate level education or equivalent experience

Likely to have had significant experience in supply chain/warehousing

Retail experience

# Retail Salary Survey

## 32.42 Engineering Manager

**Job Level** 4

### Job Purpose

To manage the Engineering Department providing support to the site/Distribution Centre. To be responsible for the Maintenance Team ensuring the maintenance and repair of the facility. To plan and manage projects. To pursue productivity enhancements through development of existing systems and application of new technology.

- To manage site Engineering staff
- To analyse business plans and trends to forecast facility design requirements; to keep up-to-date with engineering practices in the Logistics industry
- To coordinate the design of engineering projects; to manage projects when required
- To ensure compliance with all applicable standards of building and engineering regulations and with corporate environmental concerns
- To manage day to day maintenance of materials handling plant and machinery. To manage materials handling projects as needed
- Where possible to identify productivity enhancements and cost savings

### Knowledge/Skills/Experience

Degree level education (or equivalent) in an Engineering or Scientific discipline  
Minimum of 5 years' experience in Industrial Engineering management or general contracting in Manufacturing or Distribution

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## 32.51 General Manager Distribution Centre

**Job Level** 5

### Job Purpose

To manage the company's logistics activities in a distribution centre. To ensure that the distribution operation meets company's objectives. To provide a low cost, service driven operation, meeting customers' needs and in line with agreed financial targets.

- To lead and manage the distribution centre
- To initiate and drive through changes to operation in response to changing priorities
- To direct operations in line with logistics/company strategy
- To promote the appropriate standard of behaviour, approach and attitude
- To develop and implement logistics strategic plans in line with company's supply chain strategy
- To manage budget
- To manage and deliver all aspects of the operation in line with service levels agreed
- To line manage distribution team

### Knowledge/Skills/Experience

Graduate level education with additional logistics qualifications  
Extensive experience in a retail distribution role



# Retail Salary Survey

## Secretarial (33)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 33.11 Senior Secretary
- 33.21 Director's Secretary
- 33.31 Main Board Director's Secretary
- 33.61 Executive Assistant

## Retail Salary Survey

**33.11** **Senior Secretary**

**Job Level** 1

**Alternative Title/s** Team Secretary

### **Job Purpose**

To provide a full secretarial support service to one or more managers.

- To provide a typing/word processing service to the manager/s
- To take and deal with calls as appropriate
- To arrange business meetings and travel
- To attend and take minutes at meetings
- To liaise within company on behalf of manager/s
- To undertake filing and other administrative duties

### **Knowledge/Skills/Experience**

GCSE level standard of education or equivalent  
Likely to have had at least 2-3 years' experience as a Secretary  
Good keyboard skills

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**33.21** **Director's Secretary**

**Job Level** 2

**Alternative Title/s** Senior Managers Secretary  
Subsidiary Board Director's Secretary

### **Job Purpose**

To provide a full secretarial support service to a Director.

- To provide a typing/word processing service to the Director
- To take and deal with calls as appropriate
- To arrange business meetings and travel
- To attend and take confidential minutes at meetings
- To liaise within company on behalf of Director
- To undertake filing and other administrative duties

### **Knowledge/Skills/Experience**

GCSE level standard of education or equivalent  
Likely to have had significant experience as a Secretary  
Good keyboard skills

# Retail Salary Survey

**33.31** **Main Board Director's Secretary**

**Job Level** 3

## **Job Purpose**

To provide a full secretarial support service to a Main Board Director.

- To provide a typing/word processing service to the Director
- To take and deal with calls as appropriate
- To arrange business meetings and travel
- To attend and take confidential minutes at meetings
- To liaise within company on behalf of Director
- To undertake filing and other administrative duties

## **Knowledge/Skills/Experience**

GCSE level or equivalent standard of education  
Significant experience as a Secretary with experience at Senior level  
Good keyboard skills

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**33.61** **Executive Assistant**

**Job Level** 6

## **Job Purpose**

To support the Chief Executive (or Chairperson) of the organisation. To maximise their productivity through effective management of their time and the provision of an appropriate supportive infrastructure.

- To investigate and resolve operational issues identified by CEO
- To deal with external communications acting as ambassador for the CEO;
- To deal with internal communications including preparing presentations
- To provide an independent view of business performance and operational and strategic issues
- To represent the CEO at meetings as needed
- To prioritise communications with CEO
- To manage day to day operation of CEO's office
- May deal with planning and organisation of Board meetings

## **Knowledge/Skills/Experience**

Graduate calibre  
Commercial experience  
Deep understanding of the company  
Exposure to different functional areas of the organisation  
Experience of managing multiple projects  
Influencing skills

## Retail Salary Survey

### Occupational Health (34)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 34.21 Occupational Health Advisor *\*at risk\**
- 34.31 Occupational Health Manager *\*at risk\**
- 34.41 Senior Occupational Health Manager

## Retail Salary Survey

**34.21** **Occupational Health Advisor**

**Job Level** 2

**Alternative Title/s** Occupational Health Nurse

### **Job Purpose**

To provide an Occupational Health nursing service.

- To plan, process and prioritise workload to meet day to day schedules and deadlines of service
- To have regular contact with all levels of staff
- To co-ordinate and organise training of first aiders
- May supervise work of support staff

### **Knowledge/Skills/Experience**

RGN or equivalent

Understanding of work related health problems and how to recognise them

Ability to inform and educate other staff on health matters and methods of health improvement

Likely to have had several years' experience

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**34.31** **Occupational Health Manager**

**Job Level** 3

### **Job Purpose**

To ensure that a professional service is provided for designated areas/departments in terms of Occupational Health contributing to improving the health, welfare and safety of company employees.

- To provide expert advice and knowledge keeping up to date with law and best practice
- To manage an Occupational Health team
- To audit and review performance measuring strategy and performance of company against objective internal and external standards. To direct team and line managers on any adjustments required
- To contribute to Occupational Health policies and to ensure that policies are implemented
- To liaise as required with external health organisations, statutory bodies

### **Knowledge/Skills/Experience**

Graduate level education or equivalent

Occupational health qualification

Significant relevant experience in Occupational Health; experienced, fully competent in own area

# Retail Salary Survey

34.41

**Senior Occupational Health Manger**

**Job Level**

4

## **Job Purpose**

To be responsible for the provision of a professional service for designated areas/departments in terms of Occupational Health contributing to improving the health, welfare and safety of company employees.

- To provide expert advice and knowledge keeping up to date with law and best practice
- To manage Occupational Health team
- To ensure that company performance against objective internal and external standards is audited and reviewed. To ensure any required adjustments are carried out.
- To develop Occupational Health policies and to ensure that policies are implemented
- To liaise as required with external health organisations, statutory bodies

## **Knowledge/Skills/Experience**

Graduate level education or equivalent

Occupational health qualification

Significant relevant experience in Occupational Health; experienced, fully competent in own area

# Retail Salary Survey

## Health & Safety (35)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 35.21 Health & Safety Officer
- 35.31 Health & Safety Manager
- 35.51 Senior Health & Safety Manager

## Retail Salary Survey

### 35.21 Health & Safety Officer

**Job Level** 2

#### Job Purpose

To support the Health & Safety Manager in providing a professional service aiming to reduce accidents and breaches of legislation. To promote Health & Safety awareness.

- To keep up with safety law and best practice and work with Manager in implementation of policies
- To build relationships with company personnel and give advice to line managers
- To complete risk assessments
- To investigate reportable accidents and assist with compilation of statistics
- To schedule store health and safety audits/inspections and to carry out audits as required
- To liaise as required with statutory authorities

#### Knowledge/Skills/Experience

Minimum A level education or equivalent  
NEBOSH certificate and qualified safety practitioner working towards NEBOSH diploma.  
Likely to have had 3 years' experience in Health & Safety

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### 35.31 Health & Safety Manager

**Job Level** 3

**Alternative Title/s** Health & Safety Support Manager  
Retail Health & Safety Manager

#### Job Purpose

To ensure that a professional service is provided for designated areas/departments in terms of risk management by accident reduction, legal compliance and improving the health, welfare and safety of company employees and those affected by the work of the company, e.g. customers, contractors.

- To provide expert legal advice and knowledge keeping up to date with safety law and best practice
- To manage safety team
- To audit and review safety performance measuring strategy and performance of company against objective internal and external standards. To direct safety team and line managers on any adjustments required
- To contribute to health and safety policies and to ensure that policies are implemented in own area
- To liaise as required with statutory authorities

#### Knowledge/Skills/Experience

Graduate level education or equivalent  
Health & Safety qualification (IOSH Diploma, MIOSH)  
Significant relevant experience in Health & Safety



# Retail Salary Survey

**35.51**

**Senior Health & Safety Manager**

**Job Level**

5

**Alternative Title/s**

Group Health & Safety Manager  
Company Health & Safety Manager

## **Job Purpose**

To be responsible for company safety. To ensure that a professional service is provided in terms of risk management by accident reduction, legal compliance and improving the health, welfare and safety of company employees and those affected by the work of the company, e.g. customers, contractors.

- To provide expert legal advice and knowledge keeping up to date with safety law and best practice
- To manage health and safety team
- To audit and review safety performance measuring strategy and performance of company against objective internal and external standards. To direct safety team and line managers on any adjustments required
- To develop health and safety policies and ensure that they are implemented
- To liaise as required with statutory authorities

## **Knowledge/Skills/Experience**

Graduate level education or equivalent

Health & Safety qualification (IOSH Diploma, MIOSH)

Extensive relevant experience in Health & Safety including experience working at senior levels

# Retail Salary Survey

## Customer Service (36)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 36.01 Customer Service Advisor
- 36.02 Senior Customer Service Advisor
- 36.21 Customer Service Team Leader
- 36.31 Customer Service Manager
- 36.41 Senior Customer Service Manager
- 36.61 Head of Customer Service

## Retail Salary Survey

<b>36.01</b>	<b>Customer Service Advisor</b>
<b>36.02</b>	<b>Senior Customer Service Advisor</b>
<b>Alternative Title/s</b>	Customer Service Representative Call Centre Operator
<b>Job Level</b>	0

### Job Purpose

To provide first line support to customers/stores. To resolve queries in line with agreed processes and procedures. To deputise for Team Leader as required.

- To deal with customer/store queries, taking responsibility for query to resolution
- To log all relevant information
- To identify any recurring themes/concerns

### Knowledge/Skills/Experience

GCSE level education or equivalent

PC skills

36.01 Customer Service Advisor – 6 months' customer service/call centre experience

36.02 Senior Customer Service Advisor – likely to have had several years' relevant customer service/call centre experience  
Senior Advisor may deputise for the Team Leader as needed

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<b>36.21</b>	<b>Customer Service Team Leader</b>
<b>Job Level</b>	2
<b>Alternative Title/s</b>	Operations Leader Customer Service Centre Team Leader

### Job Purpose

To lead a team of Customer Service Advisors providing first-line support to customers/stores in line with agreed business objectives and targets.

- To supervise team to ensure agreed service levels are met
- To drive team and departmental service improvements
- May assist with recruitment and selection of new team members
- To provide second level support to team and to escalate issues to management if required
- To liaise within company to resolve second level queries

### Knowledge/Skills/Experience

A level education or equivalent

Likely to have had significant experience in retail customer service  
Supervisory skills

## Retail Salary Survey

**36.31** **Customer Service Manager**

**Job Level** 3

**Alternative Title/s** Customer Service Centre Manager

### **Job Purpose**

To be responsible for the day to day management of the Customer Service department providing first-line support to customers/stores in line with agreed business objectives and targets.

- To manage, motivate and develop team to ensure service levels are met
- To drive team and departmental service improvements
- To be responsible for recruitment and selection of new team members
- To deal with any escalated issues and refer within organisation as needed
- To input into development of systems and procedures for the department

### **Knowledge/Skills/Experience**

Graduate level education or equivalent  
Extensive experience in retail customer service

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**36.41** **Senior Customer Service Manager**

**Job Level** 4

### **Job Purpose**

To be responsible for managing a large team within customer service. To ensure that the team develop, deliver and maintain a customer service which meets customer expectations, performs against competitors and which achieves given customer service targets.

- To ensure that customer need and expectations are understood and used to develop customer service targets
- To ensure that the service delivers against targets
- To action required improvements in operational service
- To review of customer service performance and make development recommendations
- To anticipate and be aware of future/developing concepts and trends in customer service
- To identify, research and explore new service opportunities

### **Knowledge/Skills/Experience**

Graduate level education or equivalent  
Likely to have had several years' customer services management experience

# Retail Salary Survey

**36.61**

**Head of Customer Service**

**Job Level**

**6**

## **Job Purpose**

To be responsible for the Customer Service function.

- To lead, motivate and develop the Customer Services teams through management of Customer Services Managers.
- To be responsible for planning the strategic development of the function to meet the company's business needs
- To be responsible for determining customer service budgets
- To monitor spend of budgets
- To manage Customer Services function ensuring company processes, procedures and standards are established and maintained

## **Knowledge/Skills/Experience**

Graduate level education or equivalent

Job holder will have had extensive customer services management experience

# Retail Salary Survey

## Retail Operational Support (37)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 37.01 Store Support Advisor
- 37.11 Retail Operations/Communications Co-ordinator
- 37.21 Retail Analyst
- 37.31 Retail Operations/Communications Supervisor
- 37.41 Retail Operations/Communications Manager
- 37.51 Senior Retail Operations/Communications Manager
- 37.61 Head of Retail Operations/Communications

## Retail Salary Survey

**37.01** **Store Support Advisor**

**Job Level** 0

### **Job Purpose**

To provide first line support to stores on all queries relating to IT hardware and software. To resolve or escalate problems.

- To deal with store contacts relating to IT, hardware and software
- To analyse issues raised and work with store to resolve the problem
- To log all relevant information
- To work with second level support colleagues and escalate any issues
- To identify recurring concerns for global resolution

### **Knowledge/Skills/Experience**

GCSE level education or equivalent  
Likely to have had several years' relevant retail or call centre experience  
IT and PC skills

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**37.11** **Retail Operations/Communications Co-ordinator**

**Job Level** 1

**Alternative Title/s** Promotions Assistant

### **Job Purpose**

To support the store communication process by providing support to the retail communications team.  
To track communication and promotional information.

- To administer workload planner
- To assist with planning of communication to stores
- To assist with communication of tactical activity to stores following Store Mail guidelines
- To maintain database of information on tactical/promotional communications
- To assist with administration of incentives
- To provide administrative support as needed

### **Knowledge/Skills/Experience**

GCSE level education or equivalent  
Commercial experience preferably in the retail sector

## Retail Salary Survey

<b>37.21</b>	<b>Retail Analyst</b>
<b>Job Level</b>	2
<b>Alternative Title/s</b>	Retail Communications Advisor Retail Support Analyst

### Job Purpose

To ensure smooth running of the store communication process by implementing the retail workload and communication plans.

- To ensure workload planner is administered and up-to-date
- To assist with strategic planning of communication to stores
- To assist with communication of tactical activity to stores following Store Mail guidelines
- To collate and produce reports on tactical/promotional communication
- To provide sales and operations report and stocks/sales analysis as required
- To administer incentives on a day-to-day basis
- To provide administrative support for remove/put back on sale/destroy communication process

### Knowledge/Skills/Experience

Minimum A level education or equivalent

Likely to have had relevant store experience (Assistant Manager level), typically 3-5 years.  
PC skills

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<b>37.31</b>	<b>Retail Operations/Communications Supervisor</b>
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<b>Job Level</b>	3
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### Job Purpose

To develop store implementation and communication process. To control communications from head office to stores. Responsible for a small team of Retail Analysts.

- To phase workloads. To ensure method of implementation allows stores to set up the activity fully and on time
- To ensure that tactical and period promotions are set up first time, on time
- To ensure the communication issued to stores is relevant, accurate, timely and enables effective communication
- To ensure store processes are reviewed and removed/simplified where appropriate to improve performance

### Knowledge/Skills/Experience

Graduate level education or equivalent

Likely to have had several years' retail (field) experience



## Retail Salary Survey

**37.41** **Retail Operations/Communications Manager**

**Job Level** 4

**Alternative Title/s** Operational Support Manager

### Job Purpose

To contribute to store implementation and communication policy and procedures. To control communications from head office to stores.

- To manage a Retail Communications team
- To set targets for workloads whilst ensuring that the method of implementation allows stores to set up the activity fully and on time
- To ensure that tactical and period promotions are set up first time, on time
- To ensure the communication issued to stores is relevant, accurate, timely and enables effective communication
- To ensure store processes are reviewed and removed/simplified where appropriate to improve performance

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Likely to have had significant retail (field) experience

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**37.51** **Senior Retail Operations/Communications Manager**

**Job Level** 5

**Alternative Title/s** Senior Operational Support Manager

### Job Purpose

To develop and deliver store implementation and communication policy and procedures. To ensure effective communications from head office to stores.

- To be responsible for the work of a number of Retail Communications teams
- To contribute to development of objectives and targets for Retail Operations/Communications
- To be responsible for effective tactical and period promotions
- To be responsible for ensuring that the Retail Operations teams communicate effectively with stores
- To initiate and drive the review of store processes
- To deliver continuous improvement in store communications

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Likely to have had significant retail (field) experience  
Experience at senior management level within Retail Operations

# Retail Salary Survey

**37.61** **Head of Retail Operations/Communications**

**Job Level** 6

**Alternative Title/s** Head of Operational Support

## **Job Purpose**

To be responsible for store implementation and communications, To ensure that policies and procedures are in place to control communications from head office to stores.

- To manage Retail Communications team
- To develop retail communication strategy and ensure that this is implemented
- To be responsible for implementation of policies
- To monitor performance of team against targets
- To be responsible for department budget
- To advise senior management in own area of expertise

## **Knowledge/Skills/Experience**

Graduate level education or equivalent

Will have had extensive experience in the retail sector at progressive levels of seniority

Will have had several years' field experience

# Retail Salary Survey

## Pensions (39)

*In each job, the survey code for each job is shown followed by the survey job title.*

39.21 Pensions Associate  
39.41 Pensions Manager  
39.51 Pensions Operations Manager  
39.61 Head of Pensions

# Retail Salary Survey

## 39.21 Pensions Associate

**Job Level** 2

### Job Purpose

To undertake all aspects of pension scheme administration. For outsourced schemes, to assist in monitoring performance of suppliers.

- To update and manage the workflow systems for new and completed cases
- To process individual cases
- To collate additional data, e.g. voluntary contribution information
- Where appropriate to contribute to benefit statements
- To deal with pension transfer including preparing calculations
- To deal with queries including technical queries from third parties

### Knowledge/Skills/Experience

Minimum A level education or equivalent  
Experienced administrator, pension scheme administration experience  
PMI, or working toward achievement of PMI qualification  
Computer literate, high level of numeracy

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## 39.41 Pensions Manager

**Job Level** 4

### Job Purpose

To be responsible for administration of pension schemes.

- To ensure business complies with legal and statutory obligations
- To develop and publish policy and procedure for pension schemes
- To keep up-to-date with developments in pension administration
- To be primary contact for pension scheme providers; to monitor performance of providers
- To manage complex employee/retiree issues which may arise
- To make recommendation on pension scheme to senior management

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Post graduate qualification in pension administration  
Extensive relevant experience

# Retail Salary Survey

## 39.51 Pensions Operations Manager

**Job Level** 5

### Job Purpose

To manage the operations of the pensions office. To deliver a high quality service to scheme members.

- To provide a clear approach to delivering the overall pensions strategy
- To manage all aspects of pension administration
- To develop an operating model for transactional activity to support the pension strategy
- To manage statutory and regulatory compliance
- To manage timelines and accuracy of communications to pension members
- To update pensions systems as needed
- To liaise as needed within the company
- To manage team

### Knowledge/Skills/Experience

Graduate level education or equivalent

Post graduate qualification in pension administration

Significant experience of administering pension schemes with good experience of working at a senior level

Detailed knowledge of pension schemes, pension legislation and technical details

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## 39.61 Head of Pensions

**Job Level** 6

### Job Purpose

To manage the pension department. To advise senior management on pension policy. To be responsible for pension fund management.

- To advise senior management on legislation with regard to pension schemes
- To be responsible for administering the pension scheme
- To be responsible for ensuring that scheme members are given information when they need it and that their benefits are paid when due
- To manage pension fund on behalf of pension trustees
- To update pensions systems as needed
- To liaise as needed within the company
- To manage team

### Knowledge/Skills/Experience

Graduate calibre

FPMI, FIA, CFA qualified or similar

Very experienced senior manager

Pension fund management experience

Familiar with actuarial concepts

Thorough knowledge of institutional investment

# Retail Salary Survey

## Studio (40)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 40.21 Video Manager *\*at risk\**
- 40.22 Photographer
- 40.23 Digital Cinematographer *\*at risk\**
- 40.24 Video Editor
- 40.25 Photographic Co-ordinator
- 40.31 Senior Photographer
- 40.32 Photography Manager

### **Jobs Listing by Job Family**

- 40.25 Photographic Co-ordinator
- 40.22 Photographer
- 40.31 Senior Photographer
- 40.32 Photography Manager
- 40.21 Video Manager *\*at risk\**
- 40.23 Digital Cinematographer *\*at risk\**
- 40.24 Video Editor

**NOTE:** See Creative (function 20) for additional 'creative/studio' roles

# Retail Salary Survey

## 40.21 Video Manager

**Job Level** 2

### Job Purpose

To manage the activities of external video agencies to produce broadcast quality video content that is fully edited and over-worked with motion graphics and sourced audio files. May manage in-house staff.

- To contribute to the digital merchandising strategy and to ensure its successful implementation in the areas responsible for
- To act as the key point of contact for Category and Online Trading for video
- To be directly responsible for managing the relationship with the video agency/ies on a day to day basis
- To ensure that videos are produced and uploaded according to the critical path set, quality levels determined and budget agreed
- To produce a comprehensive video schedule so that all project sponsors are fully aware of the deadlines that are being worked towards
- When required, conduct creative brainstorming and storyboarding to present to the project sponsor to ensure concepts are fully approved before production begins
- To oversee creation of videos ensuring everything needed for the project is assembled on time and to budget
- To edit videos as needed
- To work with data analytics to assess effectiveness of video onsite

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Experience in video production  
Minimum 3 years' experience with relevant software

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## 40.22 Photographer

**Job Level** 2

### Job Purpose

To produce high quality digital photographs that can be used on the company's website/s or for marketing purposes.

- To create and manage the photography briefing process
- To manage project sign off and ensure that budgets are approved
- To work with project sponsor keeping them up-to-date with the project and ensuring that their objectives are being met
- To manage photographic projects to ensure that projects are delivered on time
- When required, conduct creative brainstorming with project sponsors
- To understand requirements and limitations of digital photography and explain these to sponsors as needed
- To edit photographs as needed/directed
- To work with data analytics to assess effectiveness of photography onsite

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Experience of working in a digital photography studio  
Minimum 3 years' experience with relevant software  
Digital editing experience

Alan Jones & Associates

## Retail Salary Survey

**40.23**

### **Digital Cinematographer**

**Job Level**

2

#### **Job Purpose**

To deliver all video footage required by the Digital Video team.

- To film video content to such a high standard that they can easily be edited into engaging, conversion-driving final videos that customers want to consume, share, and comment on. This content may consist of live on location action, studio or store footage, including all sound and lighting elements. Videos may range from product videos to internal training guides.
- To work with line manager and other team members to develop a clear strategy for video
- To help to formulate the department's video vision, objectives and strategy
- To create new types of engaging content using latest techniques and tools
- To ensure video production process works smoothly and delivers on time
- To manage filming operations
- To work with team to storyboard potential video content and to be able to educate and persuade key stakeholders as needed
- To work with data analytics to assess effectiveness of video onsite

#### **Knowledge/Skills/Experience**

Graduate level education or equivalent  
Experience of working in a digital photography studio  
Minimum 2 years' experience of video production

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**40.24**

### **Video Editor**

**Job Level**

2

#### **Job Purpose**

To deliver all video edits required by the Digital Video team.

- To assemble footage and sound according to the script supplied. To digitally cut files together and to reorder and tweak as needed to ensure logical sequencing and smooth running
- To correct faulty footage
- To create or source voiceovers, music or graphics required and add to final video
- To evaluate video content and collaborate as needed within company on improvements
- To collaborate with studio team and wider business on video projects
- To ensure all videos are delivered on time
- To work with data analytics to assess effectiveness of video onsite

#### **Knowledge/Skills/Experience**

Graduate level education or equivalent  
Experience of working in a digital photography studio  
Minimum 2 years' experience of video production



# Retail Salary Survey

## 40.25 Photographic Co-ordinator

**Job Level** 2

### Job Purpose

To arrange for production of photographs to highest quality standards, on time and within corporate style.

- To attend brief and agree creative formats
- To organise shoots
- To select models, photographers, etc., as required for the shoots and to attend shoots
- To select and crop transparencies and select out-takes

### Knowledge/Skills/Experience

Degree level education or equivalent experience  
Likely to have had 2 years' commercial experience  
In-depth knowledge of photographic procedures and processes

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## 40.31 Senior Photographer

**Job Level** 3

### Job Purpose

To produce high quality digital photographs that can be used on the company's website/s or for marketing purposes.

- To create and manage the photography briefing process
- To manage project sign off and ensure that budgets are approved
- To work with project sponsor keeping them up-to-date with the project and ensuring that their objectives are being met
- To manage photographic projects to ensure that projects are delivered on time
- To conduct creative brainstorming with project sponsors
- To understand requirements and limitations of digital photography and explain these to sponsors as needed
- To edit photographs
- To work with data analytics to assess effectiveness of photography onsite
- To oversee work of less experienced staff

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Minimum 5 years' relevant experience  
Digital editing experience

# Retail Salary Survey

40.32

**Photography Manager**

**Job Level**

3

## **Job Purpose**

To manage the photography process ensuring that product appearing on the website or elsewhere has a primary photograph and, as required, secondary shots.

- To be responsible for ensuring and monitoring delivery of images from external suppliers
- To liaise with buying teams on timing of volumes of primary and secondary images and to plan work accordingly
- To manage the process of producing primary photographs. To manage the stock movement required. To ensure images are uploaded on time. To manage any quality issues
- To manage the process for producing secondary photographs ensuring images are in line with style guidelines and brand requirements
- To update and maintain styling guidelines and to advise on the rules
- To work within the photography budget
- May maintain a portfolio of models and to develop and maintain relationships with agencies
- To ensure that product photography is delivered on time
- Where appropriate, to manage video process

## **Knowledge/Skills/Experience**

Graduate level or equivalent in a relevant discipline

Understanding of buying process

Experience of managing a full crew and able to deliver on time and to budget

Styling experience

## Retail Salary Survey

### Business to Business (41)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 41.31 Key Account Manager
- 41.41 Business to Business Development Manager
- 41.51 National Sales Manager
- 41.61 Head of Business to Business

# Retail Salary Survey

41.31

## Key Account Manager

**Job Level**

3

### Job Purpose

To execute planning and delivery of a sales strategy by managing and growing sales from designated existing key clients, channel and market opportunities.

- To achieve sales targets (by volume, product mix, margin)
- To agree sales targets with Manager
- To develop and maintain relationship with existing clients enabling continuation and growth of accounts
- To develop and refine new business sales plans
- To feedback on competitor activity
- To influence, engage and gain the support of key stakeholders and enablers within the company and within client companies in order to support sales

### Knowledge/Skills/Experience

Graduate level education or equivalent

Likely to have had up to 5 years' relevant experience

Experience of working in a business to business sales environment

Experience in card transactional sales

Retail sector experience

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41.41

## Business to Business Development Manager

**Job Level**

4

### Job Purpose

To support the development and implementation of operating formats for business to business customers.

- To investigate specific aspects of current and potential business to business opportunities
- To identify potential operations and process and systems issues for new business to business ventures and work with business to business customers and key stakeholders to develop appropriate solutions to overcome issues
- To support the development of financial models and business cases for growth of existing customer opportunities and new business opportunities
- To input into the ongoing development of business to business systems and processes to optimise efficiencies for the company and for third parties
- To contribute to development of operating manuals as needed
- To communicate, train and support users in system upgrades

### Knowledge/Skills/Experience

Graduate level education or equivalent in an analytical discipline

Some experience of working in a business to business sales environment

# Retail Salary Survey

41.51

## National Sales Manager

Job Level

5

### Job Purpose

To lead, manage, motivate and develop a sales team ensuring that the team achieve and if possible exceed agreed sales targets.

- To manage the sales team on a day to day basis
- To be responsible for staff coaching and development
- To maintain and increase sales of designated products
- To ensure that relationships with existing customers are maintained and developed
- To develop sales strategies and to set targets for performance
- To monitor performance of sales team members
- To keep up to date on products and on competitor activity

### Knowledge/Skills/Experience

Graduate level education or equivalent

Experience of working in a business to business sales environment

Management experience

Likely to have had significant relevant experience in retail

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41.61

## Head of Business to Business

Job Level

6

### Job Purpose

To be responsible for day to day management of the Business to Business function.

- To lead the business to business sales team
- To ensure pursuit of every commercial opportunity to maximise profit
- To optimise multi-channel and interdivisional opportunities for securing profitable sales
- To develop and implement sales plans for business to business section
- To work with team to ensure that long term business relationships are established and developed to maximise commercial opportunities
- To drive growth in corporate sales. To manage business risk in new ventures
- To manage budget

### Knowledge/Skills/Experience

Graduate level education or equivalent

Likely to have a post graduate business qualification

Significant experience of working in a business to business sales environment

Management experience

## Retail Salary Survey

### Technology/Data & Analytics (43)

*In each job, the survey code for each job is shown followed by the survey job title.*

43.61 Head of Data Science

# Retail Salary Survey

43.61

**Head of Data Science**

**Job Level**

**6**

## **Job Purpose**

To be responsible for the company's data science capability. To define how the business creates additional value through the use of its data assets and analytics. To develop opportunities to use advanced analytics to improve business outcomes and to promote and integrate data driven decision making.

- To engage within the company in order to identify business challenges where data analytics can deliver solutions
- To demonstrate value of use of data assets and analytics in business decision making
- To utilise data and insights to drive meaningful action
- To prioritise business issues to be addressed
- To lead collaboration with data architecture and engineering teams to identify datasets that can be used or acquired to address business issues
- To develop and implement algorithms and models
- To communicate findings as well as complex data science concepts to business stakeholders to ensure data insights create business impact
- To manage, mentor and develop analyst colleagues

## **Knowledge/Skills/Experience**

Degree level education (or equivalent) typically in a numerical discipline, e.g. Maths, Statistics, Economics

Significant relevant working experience using appropriate data analysis software, e.g. SAS, and programming languages, e.g. Python

In depth knowledge of statistical analysis/modelling

Coaching and mentoring experience

## Retail Salary Survey

### Cyber Security (44)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 44.31 Cyber Security Engineer
- 44.41 Information Security Manager
- 44.61 Head of Cyber Security Operations



# Retail Salary Survey

44.31

## Cyber Security Engineer

Job Level

3

### Job Purpose

To develop the organisation's security controls and services in order to protect all applications/products/IT/networks and services.

- To maintain a clear future roadmap for technical Security capabilities
- To drive iterative improvements to Security technology to improve overall effectiveness, improve the company's cyber defences and improve value for money from cyber security investments
- Implement security controls against roadmap and strategy for the company's security infrastructure
- To drive the security direction for the company in order to protect the company's assets and services based on the defined risks to the business (as specified by the Security Risk Management Team). To provide a balance between compliance to requirements, delivery times/costs and operability
- To drive security best practice for maintaining availability and integrity of the company's infrastructure
- To act as a technical representative for Security to all stakeholders
- To evaluate and promote new technology solutions. To integrate the new with legacy systems managing standardisation, consolidation and system complexity
- To identify opportunities for Cyber Security team to add value to the business by identifying and resolving security vulnerabilities prevalent in deployed architecture

### Knowledge/Skills/Experience

Degree or equivalent in a relevant discipline

Likely to have had 5 years' relevant work experience

Likely to have a security qualification, e.g. ISC2, CISSP, CISA

Knowledge of security frameworks

Experience of working with third party specialists

# Retail Salary Survey

44.41

## Information Security Manager

Job Level

4

### Job Purpose

To be responsible for implementing Information Security control and risk policies and procedures within the business. To work with technology teams to implement controls and to define the operating procedure.

- To support the effective management of Cyber Security and Risk
- To perform cyber risk assessment and risk analysis as needed for both internal and external solutions and to provide recommendations to mitigate issues
- To support the wider business in information security governance, ensuring adherence to policies and standards
- To coordinate periodic security testing and to prioritise and manage response activities
- To assist with Risk Management framework including updating policies and procedures and monitoring third party adherence to information security
- To develop metrics, analyse data, identify trends and help drive improvements to the cyber security environment
- To manage security incidents
- To ensure adherence to legislative and regulatory frameworks
- To report as needed to management on security issues, threats, solutions and actions
- To manage third party security specialists as needed

### Knowledge/Skills/Experience

Degree or equivalent in a relevant discipline

Likely to have formal Cyber Security/IT Security qualifications

Likely to have had long relevant work experience including at senior level in mid to large organisations

In depth knowledge of applications, infrastructure networks, database security, encryption, IT security incident management, IT operations, ethical hacking & vulnerability research, etc.

Deep understanding of applicable UK law and regulations in relation to IT security

# Retail Salary Survey

44.61

**Head of Cyber Security Operations**

**Job Level**

**6**

## **Job Purpose**

To be responsible for ensuring that the company has appropriate and effective cyber defences in place at all times. To be responsible for effective incident response plans.

- To ensure that unauthorised access or damage to company computers, networks, programs and data is prevented
- To define strategy for and lead the Cyber Security function in maintaining the confidentiality, integrity and availability of systems and data
- To manage other IT teams in the provision of Cyber Security
- To own and manage relationships with security suppliers, ensuring contractual commitments are delivered and to drive continuous improvement
- To ensure that contracted cyber security suppliers evolve to meet the needs of the business
- To be responsible for ensuring that colleagues in IT and across the company are educated about and made aware of cyber security matters
- To lead the company response to cyber security incidents including managing communications with stakeholders
- To be accountable for the effectiveness of security incident response activities
- To ensure the company has an effective incident response plan; to analyse incidents and response performance to implement changes and improvements as needed

## **Knowledge/Skills/Experience**

Degree or equivalent in a relevant discipline

Likely to have formal Cyber Security/IT Security qualifications

Likely to have had long relevant work experience including at senior level in mid to large organisations

In depth knowledge of applications, infrastructure networks, database security, encryption, IT security incident management, IT operations, ethical hacking & vulnerability research, etc.

Deep understanding of applicable UK law and regulations in relation to IT security

# Retail Salary Survey

## IT (45)

*In each job, the survey code for each job is shown followed by the survey job title.*

### Jobs Listing by Job Family

45.01	Systems Administrator	45.01	Systems Administrator
45.02	Operator	45.02	Operator
45.03	QA Tester	45.14	Senior Operator
45.04	QA Test Analyst	45.26	Network Systems Engineer
45.11	Trainee Business Analyst	45.36	IT Supervisor
45.12	Trainee Developer	45.13	Support Analyst
45.13	Support Analyst	45.25	Team Leader - Service & Operations
45.14	Senior Operator	45.12	Trainee Developer
45.21	Business Analyst	45.22	Developer
45.22	Developer	45.33	Senior Developer
45.23	Technical Architect	45.41	Development Manager
45.24	Technical Support Analyst	45.51	Development Controller
45.25	Team Leader – Service & Operations	45.11	Trainee Business Analyst
45.26	Network Systems Engineer	45.21	Business Analyst
45.31	Business Test Analyst	45.32	Senior Business Analyst
45.32	Senior Business Analyst	45.42	Business Systems Manager
45.33	Senior Developer	45.52	Business Systems Controller
45.34	Senior Technical Architect	45.24	Technical Support Analyst
45.35	Senior Technical Support Analyst	45.35	Senior Technical Support Analyst
45.36	IT Supervisor	45.44	Technical Support Manager
45.41	Development Manager	45.23	Technical Architect
45.42	Business Systems Manager	45.34	Senior Technical Architect
45.43	Technical Architecture Manager	45.43	Technical Architecture Manager
45.44	Technical Support Manager	45.03	QA Tester
45.45	Application Testing Manager	45.04	QA Test Analyst
45.46	Project Manager	45.31	Business Test Analyst
45.51	Development Controller	45.45	Application Testing Manager
45.52	Business Systems Controller	45.46	Project Manager
45.53	Program Manager	45.53	Program Manager
45.61	Head of IT Function	45.61	Head of IT Function

# Retail Salary Survey

## 45.01 **Systems Administrator**

**Job Level** 0

### **Job Purpose**

To provide an administration service for IT department/function. To be responsible for user administration on servers, clients and applications.

- To deal with systems administration incidents and requests according to agreed service levels
- To administer IT procurement requests to defined procedures
- To deal with software inventory
- To educate users on best practice so as to prevent further incidents being raised
- To liaise with suppliers ensuring all procurement requirements are being met

### **Knowledge/Skills/Experience**

IT qualification  
Retail/customer service experience

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## 45.02 **Operator**

**Job Level** 0

### **Job Purpose**

To provide an operational support service ensuring application schedules are run to agreed service levels. To provide primary support contact outside of working hours.

- To follow pre-set schedules to deliver systems to agreed service levels
- To monitor systems and infrastructure
- To provide initial assessment of Operations incidents and make first attempt of incident resolution following defined processes; refer incidents to second line support as appropriate
- To escalate service issues to IS Management and Third Party suppliers
- To maintain operational schedules to cater for changes due to external activities
- To review efficiency of operational schedules and controls, to identify issues and service improvement opportunities
- This may be a shift job

### **Knowledge/Skills/Experience**

IT qualification preferred; IT experience necessary  
Experience in a systems operator role

# Retail Salary Survey

45.03

QA Tester

Job Level

0

## Job Purpose

To run scripts in order to test for any issues that may arise.

- To obtain a detailed understanding of what the allocated project objectives are trying to achieve
- To understand and, where appropriate, question all scripts provided to run
- To record all script results
- To record all issues arising from script testing, including all steps required to re-create the issue
- To re-test assigned issues as directed by the Test Manager
- To update Test Manager on testing progress and highlight any issues that may impact on agreed testing timescales

## Knowledge/Skills/Experience

A level or equivalent  
Understanding of testing principles/methods preferred  
Retail experience

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45.04

QA Test Analyst

Job Level

0

## Job Purpose

To undertake Quality Assurance testing of systems, ensuring that they meet the quality standards required. To assist support teams in resolving incidents and problems.

- To test software, hardware and configurations to ensure systems have been developed in line with their functional requirements in order to minimise risk of impact to service
- To provide advice and guidance to Project Managers on appropriate test strategies
- To assist support teams in resolving incidents and problems
- To contribute to development of quality standards and test strategies
- To act as point of contact with 3rd party suppliers

## Knowledge/Skills/Experience

A level or equivalent qualifications preferred  
Proven understanding of testing principles/methods  
Retail experience preferred

# Retail Salary Survey

## 45.11 Trainee Business Analyst

**Job Level** 1

### Job Purpose

To define and analyse business requirements and system solutions under guidance, managing and delivering small projects and provide support for applications in the business area.

- Under guidance to manage the delivery of a project adhering to the full project lifecycle to demonstrate the realisation of business benefits and gain a full understanding of IS project methodologies
- To provide 2<sup>nd</sup> line support for a defined set of systems to maintain ongoing quality of service and identify opportunities to reduce support issues
- To contribute to project testing to validate system deliverables against business requirements
- To familiarise self with and understand Business Analyst role, working with line manager to develop a plan to complete all activities covered by the role within 9 to 15 months

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Some retail experience preferred

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## 45.12 Trainee Developer

**Job Level** 1

### Job Purpose

To create software solutions of small size and low complexity under guidance by developing, implementing and supporting software code, designing solutions where required.

- To complete Development training programme
- To familiarise self with and understand Trainee Developer role, working with line manager to develop a plan to complete all activities within 9 to 15 months
- To produce and manage efficient, effective and scalable software solutions and documentation under guidance to meet customer requirements
- To assist the project team during the User Acceptance Testing phase of projects to improve the quality of the solution
- To produce and update documentation for teams

### Knowledge/Skills/Experience

Graduate level education or equivalent; HND or other diploma in computing related subject  
Some retail experience preferred

# Retail Salary Survey

## 45.13 Support Analyst

**Job Level** 1

### Job Purpose

To act as primary IT support contact between customers and the Systems Division, providing first line support so that the Business can operate efficiently and effectively.

- To receive and record all calls from users, dealing directly with simple requests and complaints
- To provide initial assessment of incidents and make first attempt of incident resolution following defined processes
- To educate users on best practice so as to prevent further incidents being raised
- To refer incidents to second line support as appropriate
- To monitor and escalate all incidents according to agreed service levels
- To keep users informed on status and progress

### Knowledge/Skills/Experience

IT qualification  
Retail/customer service experience

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## 45.14 Senior Operator

**Job Level** 1

### Job Purpose

To be responsible for the provision of an operational support service that executes the operational workload to agreed service level.

- To take responsibility for the delivery of the operations scheduled workload
- To contribute to the management and maintenance of operational schedules
- To contribute to the delivery of systems backups to minimise potential impact of systems failures
- To assess operations incidents to determine the correct course of action and execute
- To escalate incidents and service issues to support areas, IS Management and Third Party suppliers
- To assist in system implementations and change requests
- Train and coach less experienced members of the team
- May work shifts

### Knowledge/Skills/Experience

IT qualification preferred; IT experience necessary  
Will have had experience as an Operator



# Retail Salary Survey

## 45.21 Business Analyst

**Job Level** 2

### Job Purpose

To define, analyse and deliver systems solutions, ensuring they are technically and commercially viable.

- To analyse, validate and document business requirements using appropriate analysis techniques to ensure clear and concise interpretation of requirements for project stakeholders
- To build and develop working relationships with end users, project team and stakeholders to ensure project benefits are realised, and that post investment activities are followed through
- To investigate impact of projects on other systems areas, to ensure this is accounted for as part of the solution delivery and project plan
- To formulate business, operational and system solutions to meet requirements, documenting these for development and testing teams to provide realistic and workable systems
- To establish and maintain project controls, enabling risks and issues to be managed
- To specify and manage project testing to validate system deliverables against requirements
- Provide 2<sup>nd</sup> line support for a defined set of systems

### Knowledge/Skills/Experience

Graduate level education or equivalent

Retail experience

Minimum 9 to 15 months experience of business analysis in a trainee role

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## 45.22 Developer

**Job Level** 2

### Job Purpose

To create software solutions that perform, are supportable and which meet functional requirements.

- To work with the project team in the production of functional requirement specifications to promote adherence to standards and solutions that are efficiently converted into software
- To convert functional requirements into a solution design specification
- To produce and manage efficient, effective and scalable software solutions and documentation by applying technical and procedural expertise to meet customer requirements
- To facilitate the delivery of development phases of projects, contributing to planning and estimation to provide a single point of contact for development management
- To assist the project team during the User Acceptance Testing phase of projects to improve the quality of the solution
- To provide second and third line solution support for customers to maintain service levels

### Knowledge/Skills/Experience

Graduate level education or equivalent; relevant technical certification

Minimum of 2 years' experience in junior development role with experience in relevant development language

Retail experience

# Retail Salary Survey

**45.23** **Technical Architect**

**Job Level** 2

**Alternative Title/s** Solutions Architect

## **Job Purpose**

To be responsible for the design and development of technical solutions. To provide technical advice to IS and the business. To provide third line support.

- To undertake design, development and validation of new technical solutions which are fit for purpose meeting business and service requirements
- To establish and maintain project controls
- To project manage own infrastructure projects
- To maintain a working knowledge of technology within area of expertise so that existing technologies are fully exploited to achieve the optimum solution
- To provide technical recommendations, advice and guidance on infrastructure solutions
- To recommend new infrastructure projects
- To contribute to the capacity plans for key systems
- To develop and maintain the technical architecture roadmap to implement the technical strategy

## **Knowledge/Skills/Experience**

Graduate level education or equivalent  
Experience in a systems support role  
In depth knowledge of at least one key technology

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**45.24** **Technical Support Analyst**

**Job Level** 2

## **Job Purpose**

To maintain the existing infrastructure and deliver technical projects. To provide 2nd line support for incidents and problems.

- To work on assigned projects to deliver technical solution
- To manage and plan own infrastructure projects
- To attend project meetings to ensure that systems are supportable and production ready
- To recommend and implement minor system upgrades and maintenance
- To provide 2nd line support within area of technical expertise
- To improve service through systems administration and monitoring
- To maintain a working knowledge of technology within area of expertise

## **Knowledge/Skills/Experience**

Graduate level education or equivalent; relevant technical certification  
Experience in a systems support role  
Experience in a retail environment

# Retail Salary Survey

## 45.25 Team Leader – Service & Operations

**Job Level** 2

### Job Purpose

To manage a team of Support Analysts, communicating system availability issues to customers and IS Management, ensuring system issues are resolved or escalated as appropriate.

- To recruit, coach and develop individuals in the team ensuring strong performance is recognised and under performance is identified; to manage a team to meet defined service levels
- To define, manage and implement staff/shift rota
- To establish and maintain relationships within IS, the Business and Third Party Suppliers to ensure open and effective dialogue, escalating issues and risks where necessary
- To conduct service reviews to ensure service levels are managed
- To be responsible for effective change control on systems maintained by the IS Division.
- To escalate incidents affecting key systems; to minimise any disruption arising
- To develop, implement and review service improvement initiatives

### Knowledge/Skills/Experience

A level or equivalent; ITIL certification, or an understanding of ITIL principles/methods  
Customer service and line management experience preferably in a retail environment  
Experience of key technologies

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## 45.26 Network Systems Engineer

**Job Level** 2

### Job Purpose

To perform analysis, design, needs assessments, acquisitions, development, installation, modification and support of network, server and telecommunication systems. To provide third line support in the organisation. To participate in and, as needed, lead project teams.

- To provide IT support to internal customers as required
- To provide third line support to the organisations network, telecommunication and server environments as needed
- To maintain and update network, hardware and software standards
- To support installation, optimisation, integration, troubleshooting, backup, recovery, modification, security and upgrading of IT systems
- To monitor complex systems and recommend improvements; to ensure preventative maintenance is performed
- To deal with connecting equipment into the network infrastructure
- To carry out testing and validation
- To manage vendor performance and relations as appropriate

### Knowledge/Skills/Experience

Degree in Computer Science or equivalent  
Certifications, e.g. CCNA  
Minimum 3 years' relevant experience  
Comprehensive infrastructure knowledge

# Retail Salary Survey

45.31

## Business Test Analyst

Job Level

3

### Job Purpose

To analyse, manage and deliver all test elements of assigned projects for Information Systems and support high risk live incidents.

- To establish good working relationships with end users and project team
- To provide regular updates to both project teams and management on progress to testing, highlighting concerns and risk to delivery of project
- To formulate testing quotes
- To identify and assess all project testing risk and escalate to appropriate manager
- To investigate impact of projects on other system areas
- To design and implement test strategies and documents to validate system deliverables against requirements
- To co-ordinate a team of people to execute tests in line with testing schedule
- To identify issues found and document all details.
- To manage the movement of objects and software between environments to allow accurate testing strategies to be followed

### Knowledge/Skills/Experience

Graduate level education or equivalent

Retail experience

Testing experience; experience of business analysis within any role

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45.32

## Senior Business Analyst

Job Level

3

### Job Purpose

To define and analyse business requirements and system solutions ensuring they are commercially and technically viable. To deliver large and complex projects through to the adoption of the solution.

- To provide solution consultancy in the conceptual stages of projects for a business area, facilitating the achievement of the desired business strategy
- To establish and maintain relationships with project teams and sponsor, ensuring project benefits are realised, and that post investment activities are followed through
- To establish and maintain project controls, enabling risks and issues to be managed
- To lead and facilitate business, operational and system requirements, documenting these for Business, Development and Testing teams to provide realistic and workable solutions
- To investigate impact of projects on other business and system areas
- To contribute and manage all project testing to validate system deliverables against requirements
- To coach, mentor and support Business Analysts

### Knowledge/Skills/Experience

Graduate level education or equivalent retail experience preferred

Delivered projects in/across at least 2 technical environments

Minimum of 5 years' experience of Business Analysis

Alan Jones & Associates

# Retail Salary Survey

45.33

**Senior Developer**

**Job Level**

3

## **Job Purpose**

To lead the delivery of quality software solutions that perform, are supportable and which meet the functional requirements. To provide strategic technical input to improve development services.

- To contribute to the technical strategy so that business and technical strategies are fully aligned
- To provide solution consultancy in the formative stages of projects, recommending efficient and supportable designs
- To own and drive conversion of functional requirements into a solution architecture specification, spanning technologies and environments as necessary, to provide a timely and complete solution specification
- To produce and manage efficient, effective and scalable software solutions and documentation by applying high levels of technical and procedural expertise to meet customer requirements
- To lead, facilitate and track the delivery of development phases of projects, contributing to planning and estimation to provide a single point of contact for development management
- To build and maintain a working relationship with project team and stakeholders
- To train, coach and support developers and trainees

## **Knowledge/Skills/Experience**

Graduate level education or equivalent; relevant technical certification

Minimum of 5 years' experience in development role

Experience in and/or knowledge of formal project management methodologies

# Retail Salary Survey

## 45.34 Senior Technical Architect

**Job Level** 3

### Job Purpose

To be responsible for design and development of enterprise-wide technical solutions. To influence and assist in the delivery of the technical architecture roadmap. To provide technical advice to IS and the business.

- To undertake design, development and validation of new technical solutions which are fit for purpose, meeting business and service requirements
- To manage and plan own infrastructure projects delivering against project requirements
- To provide technical recommendations, advice and guidance on infrastructure solutions
- To recommend new infrastructure projects
- To maintain a detailed knowledge of technology within area of expertise
- To develop and maintain the technical architecture roadmap to implement the technical strategy
- To advise on appropriate security standards to protect the business from risk.
- To define architecture standards to ensure the team deliver solutions to a consistent level.

### Knowledge/Skills/Experience

Graduate qualifications or equivalent preferred

Relevant technical background, e.g. systems support, development and technical architecture  
In depth knowledge of at least two key technologies – e.g. networks, servers and host systems  
Broad and deep understanding of key business processes, preferably in a retail environment  
Experience in technology research and technical design

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## 45.35 Senior Technical Support Analyst

**Job Level** 3

### Job Purpose

To support the existing infrastructure to maximise service delivery. To provide 2nd line support for incidents and problems. To contribute to the design and manage the delivery of technical projects.

- To provide and deliver technical solutions to projects
- To establish and maintain project controls, enabling risks and issues to be managed
- To assess the impact of proposed changes relevant to their technical area
- To recommend and implement minor system upgrades and maintenance
- To provide 2nd line technical support to meet defined service levels
- To improve service through continuous systems administration and monitoring
- To perform root cause analysis on recurring problems, to reduce the number of incidents
- To coach, mentor and support Technical Support Analysts

### Knowledge/Skills/Experience

Graduate level education or equivalent; relevant technical certification  
Proven experience in a relevant retail environment  
Experienced in delivering multiple large and complex projects

# Retail Salary Survey

**45.36** **IT Supervisor**

**Job Level** 3

## Job Purpose

To supervise an IT team providing technical support to the organisation. To direct, supervise and coach team members.

- To ensure that support is provided on the site/s for workstations, thin client, printers, peripheral hardware, software, etc.
- To plan work and to adjust schedules as required
- To administer, monitor and ensure compliance with company policies and company IT policies, practices and procedures
- To organise on-call support
- To prioritise responsibilities and staff to support business initiatives including upgrades, projects, etc.
- To direct and coach team members. To monitor performance and take corrective action as needed
- To liaise between business operations and IT as needed. To negotiate planned outages for the site and keep site informed of any problems with the infrastructure

## Knowledge/Skills/Experience

Degree in Computer Science or equivalent

Minimum of 5 years' experience in a technical capacity in a similar environment with experience of end user support

Advanced knowledge in network configuration and operation, PCs, Operating Systems, office software  
Familiarity with variety of hardware

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**45.41** **Development Manager**

**Job Level** 4

## Job Purpose

To manage and deliver development phases of projects, which meet business requirements, ensuring high quality, supportable solutions that are implemented to agreed timescales and budgets. To work with the Business Systems Manager to ensure high quality service and support to help achieve the objectives of the business area.

- To contribute to the development strategy, advising and reviewing technologies
- To plan and maintain the development phases for the manager of the project, identifying the skills and resource requirements to deliver the business solution
- To be the key point of contact for the manager of the project, managing communications between all development teams, to deliver successful business solutions
- To manage work performed by the development team to ensure effective and efficient use of tools and adherence to standards to maximise investment and supportability of the solution
- To recruit, coach and develop individuals in the team

## Knowledge/Skills/Experience

Graduate level education or equivalent; relevant technical certification

Minimum of 5 years' experience in development role

2 years' team leading/management

# Retail Salary Survey

45.42

## Business Systems Manager

Job Level

4

### Job Purpose

To manage and lead systems teams to deliver viable business solutions that are adopted and which realise commercial benefits for the Business.

- To define, manage and implement a programme of work to support a business area
- To establish and maintain relationships within IS and Business area, ensuring project benefits are realised
- To provide consultancy by validating business requirements, only delivering commercially viable projects for the business area
- To plan and manage overall budget and programme control within a business area
- To identify key project objectives ensuring risks, issues, change management and subsequent re-planning are managed
- To recruit, coach and develop individuals in the team
- To ensure provision of day to day support and problem management for critical production issues when required to meet agreed service levels

### Knowledge/Skills/Experience

Graduate level education or equivalent

Experience in and/or knowledge of formal project management methodologies

Minimum 2 years' team leading/management

Minimum of 5 years of Business Analysis or 2 years as a Project Manager

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45.43

## Technical Architecture Manager

Job Level

4

### Job Purpose

To be responsible for the design and development of technical solutions. To provide technical advice to IS and the business. To provide third line support.

- To recruit, coach and develop individuals in the team
- To manage the provision of 3<sup>rd</sup> line support to meet defined Service Levels
- To contribute to the development and delivery of infrastructure solutions
- To provide technical recommendations, advice and guidance on infrastructure solutions to meet new and existing business requirements; to recommend new infrastructure projects
- To recommend, influence and communicate the technical strategy at an enterprise level so that the right decisions are made for the long term
- To develop and maintain the technical architecture roadmap
- To advise on appropriate security standards to protect the business from risk
- To define Architecture standards to ensure the team deliver solutions to a consistent level

### Knowledge/Skills/Experience

Graduate level education or equivalent

Experience in a technical role

Experience of delivery of large, technical projects in a mixed technical environment

Team leading/management experience

Alan Jones & Associates



# Retail Salary Survey

## 45.44 Technical Support Manager

**Job Level** 4

### Job Purpose

To manage and lead Technical Teams in the maintenance and delivery of infrastructure solutions. To provide 2<sup>nd</sup> Line support to run the business in a cost effective manner.

- To recruit, coach and develop individuals in the team
- To manage the provision of 2nd line support within area of technical expertise
- To maintain and monitor the infrastructure to prevent service problems
- To maintain and communicate an overall roadmap for technical support
- To provide technical recommendations, advice and guidance on infrastructure solutions
- To implement and enforce appropriate security standards to protect the business.
- To negotiate for and purchase hardware and software to enable delivery of assigned projects
- To ensure effective asset management is in place for IT equipment
- To ensure effective security of assets at head office locations
- To support and adhere to the technical architecture roadmap

### Knowledge/Skills/Experience

Graduate level education or equivalent; relevant technical certification  
Experience in a technical role and experience of supporting a large user base  
Experience of team leading/management

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## 45.45 Application Testing Manager

**Job Level** 4

### Job Purpose

To manage and implement all aspects of testing for the business and create testing environments to support and improve the quality of application deployments.

- To contribute to the department testing strategy
- To review and assess specified project documentation for the IS division
- To facilitate and clarify testing requirements with key divisional managers
- To identify and define appropriate testing parameters for each project
- To negotiate and agree testing requirements, costs and resources with Business Systems Managers and Project Managers
- To manage the delivery of application testing across the IS Division
- Recruit, coach and develop individuals in the team

### Knowledge/Skills/Experience

Graduate level education or equivalent  
Team leading experience of large teams; experience in testing management  
Experience in and /or knowledge of formal project management methodologies, manual/automated software testing methodologies/techniques, test report documentation/scripting  
Experience in an IT Development or Business Analysis role

# Retail Salary Survey

## 45.46 **Project Manager**

**Job Level** 4

### **Job Purpose**

To lead projects within Information Systems to achieve successful project delivery to agreed timescale and budgets.

- To establish and maintain project controls enabling costs, timescales, resource and task allocation to be identified enabling risks and issues to be managed
- To demonstrate leadership by communicating the project vision, working with the project teams to facilitate change
- To build and maintain working relationships with project teams, stakeholders and external suppliers
- To identify key project objectives ensuring risks, issues, change management and subsequent re-planning are managed
- To provide feedback to project resources and their line managers

### **Knowledge/Skills/Experience**

Graduate level education or equivalent; relevant technical certification  
Delivered projects in/across at least 2 technical environments  
Experience in and/or knowledge of formal project management methodologies  
Minimum 3 years' experience of Information Systems in one of the following roles: Business Analyst, Developer, Senior Support Analyst, Implementation Support Analyst, Technical Architect

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## 45.51 **Development Controller**

**Job Level** 5

### **Job Purpose**

To ensure the overall quality and consistency of the function. To ensure that solutions are developed and delivered to meet business needs. To manage Development team. To work collaboratively within IT delivering a technical centre of excellence.

- To develop and drive the development strategy
- To be responsible for the planning and maintenance of the development phases of projects
- To ensure that there are effective communications between all development teams contributing to the delivery successful business solutions
- To be responsible for the work performed by the development team
- To manage allocation of resources
- To maintain knowledge of developments in own and adjacent disciplines
- To ensure that team is trained and developed appropriately for current and future business needs

### **Knowledge/Skills/Experience**

Graduate level education or equivalent; relevant technical certification  
Will have had significant experience in development function  
5 years' team leading/management

# Retail Salary Survey

**45.52** **Business Systems Controller**

**Job Level** 5

## **Job Purpose**

To ensure the overall quality and consistency of the function. To ensure that business solutions are delivered and adopted. To manage Business Systems team. To work collaboratively within IT delivering a technical centre of excellence.

- To lead the Business Systems function
- To build effective relationships with direct reports and with business partners to review, highlight and provide best practice advice on analysis
- To review work of team and make recommendations on projects
- To manage allocation of resources
- To maintain knowledge of developments in own and adjacent disciplines
- To ensure that team is trained and developed appropriately for current and future business needs

## **Knowledge/Skills/Experience**

Graduate level education or equivalent  
Significant experience in Business Analysis and Project Management  
5 years' team leading/management

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**45.53** **Program Manager**

**Job Level** 5

**Alternative Title/s** Change Controller

## **Job Purpose**

To support and improve the IT service through control of delivery of major change programmes. To ensure that there is minimal disruption to business as a result of IT changes

- To support development teams
- To ensure timely delivery of change programme
- To inspire and develop Project Managers and Development Managers
- To allocate resources across the programme
- To review change requests
- To ensure that projects are delivered on time and to required quality and compliance standards

## **Knowledge/Skills/Experience**

Graduate level education or equivalent  
Significant experience in Project Management  
Experience in change management  
Experience in supporting and developing IT systems  
Understanding of how IT is delivered to the business

# Retail Salary Survey

**45.61**

**Head of IT Function**

**Job Level**

6

Alternative Title/s

Head of Design  
Head of Architecture  
Head of Business Systems

## **Job Purpose**

To have overall day to day responsibility for the IT function or, in very large IT departments, for a significant part of the function.

- To be responsible for the IT function providing a full range of IT services
- To plan and develop the IT function to ensure that the function meets the needs of the business in terms of the support provided
- To ensure that the IT strategy is implemented according to business plans
- To have overall responsibility for IT department staff recruitment, development, training and deployment
- To define and control the IT department budget and standards
- To make recommendations on IT strategy to senior management

**Note:** This is the most senior IT role which is not a Director level job.

## **Knowledge/Skills/Experience**

Graduate level standard of education or equivalent  
Extensive relevant IT experience in the retail sector  
Extensive experience with several years' experience at a senior level

# Retail Salary Survey

## Franchise (49)

*In each job, the survey code for each job is shown followed by the survey job title.*

49.11 Visual Merchandising Coordinator  
49.31 Accounts Manager  
49.41 Senior Accounts Manager

# Retail Salary Survey

49.11

## Visual Merchandising Coordinator

Job Level

1

### Job Purpose

To assist in the maintenance of visual standards across the Franchise business in a designated region. To ensure all visual execution supports both regional and wider business strategies.

- To support the management in the designated region in driving visual standards.
- To contribute to franchise goals by contributing to the quality of the showroom experience for particular events
- To review visual merchandising tools
- To maintain awareness of competitive activity
- To review and validate floor plans, window mock ups and other marketing materials as needed

### Knowledge/Skills/Experience

Degree level education (or equivalent)  
Retail experience  
Visual merchandising and display skills

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49.31

## Accounts Manager

Job Level

3

### Job Purpose

To be responsible for the Franchise business for a designated region. To drive the delivery of the brand including standards and operational excellence through training and monitoring of store performance.

- To manage relationships with key contacts in assigned region
- To manage feedback from franchises on support needs and service quality; to provide feedback on field and operational strategies
- To participate in development of operations strategies
- To provide perspective on market and real estate opportunities
- To monitor franchise store experience ensuring that store branding, presentation, service, etc., aligns to global business standards; to provide insight and feedback and to identify need for and provide any additional support and resources required
- To visit stores in designated region. To provide support with store openings, training, etc.
- To work with senior management to develop and maintain standardised business processes

### Knowledge/Skills/Experience

Degree level education (or equivalent)  
Significant relevant working experience with in-depth retail knowledge  
Franchise experience; experience of multi-site retail store management  
Leadership skills

# Retail Salary Survey

49.41

**Senior Accounts Manager**

**Job Level**

**4**

## **Job Purpose**

To be responsible for the franchise business for a designated region. To create and lead the delivery of the brand including standards and operational excellence through training and monitoring of store performance. To oversee work of less experienced Account Managers to ensure consistent service and execution of operations strategy.

- To identify global franchise and wholesale needs and to work with senior management to drive solutions
- To serve as main point of contact for key contacts in assigned region
- To manage feedback from franchises on support needs and service quality; to provide feedback on field and operational strategies
- To participate in development of operations strategies
- To provide perspective on market and real estate opportunities
- To monitor franchise store experience ensuring that store branding, presentation, service, etc., aligns to global business standards; to provide insight and feedback and to identify need for and provide any additional support and resources required
- To visit stores in designated region. To provide support with store openings, training, etc.
- To work with senior management to develop and maintain standardised business processes

## **Knowledge/Skills/Experience**

Degree level education (or equivalent)

Significant relevant working experience with in-depth retail knowledge

Franchise experience; experience of multi-site retail store management

Leadership skills

## Retail Salary Survey: E-commerce

### E-commerce: Digital (50)

*In each job, the survey code for each job is shown followed by the survey job title.*

50.61 Digital Director



## Retail Salary Survey: E-commerce

<b>50.61</b>	<b>Digital Director</b>
<b>Job Level</b>	6+
<b>Alternative Title/s</b>	Director of E-commerce & Digital

### Job Purpose

To be responsible for the development and delivery of the organisation's online strategy, working as needed with other senior management. To be responsible and accountable for product development and delivery across the website.

- To set and develop the online customer experience strategy
- To be responsible and accountable for the overall user experience, design and creative content of the website
- To deliver support for online category trading, ensuring commercial opportunities are maximised
- To monitor and respond to competitor and industry trends
- To be responsible for the interpretation and delivery of the company brand
- To identify and develop new business opportunities
- To develop a culture of innovation using test and learn methodologies and analytics
- To determine and develop online product roadmap
- To keep up to date with technological development. To make recommendations on future investment
- To lead and motivate the digital team

### Knowledge/Skills/Experience

Graduate level education or equivalent

Likely to have a relevant post graduate qualification

Likely to have had at least 5 years' product development experience

Likely to have had significant retail experience at escalating levels of seniority

Experience of leading a significantly sized team

Experience of online marketing and analytics

**Note:** Level 6+ is new and undefined. The level is above Level 6 and would report to board Director level

## Retail Salary Survey: E-commerce

### E-commerce: Online Operations (51)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 51.11 Operations Assistant
- 51.21 Operations Analyst
- 51.31 Senior Operations Analyst
- 51.41 E-commerce Operations Manager
- 51.51 Senior E-commerce Operations Manager
- 51.61 Head of Online Operations

## Retail Salary Survey: E-commerce

<b>51.11</b>	<b>Operations Assistant</b>
<b>Job Level</b>	1
<b>Alternative Title/s</b>	E-commerce Operations Assistant

### Job Purpose

To assist in the delivery of online functionality. To ensure relationships between platform, business data and service are integrated and operationally efficient. To assist in ensuring a robust and stable web presence with a smooth user experience for customers.

- To undertake day to day web maintenance processes to support online stability and use
- To deploy product catalogue
- To create and manage e-commerce users
- To maintain web data integrity
- To administer scheduled web system tasks and to escalate any issues
- To respond to ad hoc requests from commercial teams
- To support web promotional mechanics
- To provide general support to web quality assurance and performance
- To undertake testing of platform releases and upgrades

### Knowledge/Skills/Experience

Good level of educational achievement, e.g. A levels  
Some experience in a commercial e-commerce environment  
Knowledge of data integration across distributed systems  
Working knowledge of HTML, CSS, SQL

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<b>51.21</b>	<b>Operations Analyst</b>
<b>Job Level</b>	2
<b>Alternative Title/s</b>	E-commerce Operations Analyst

### Job Purpose

To support the E-commerce Operations Manager in delivering online functionality. To ensure relationships between platform, business data and service are integrated and operationally efficient. To support a robust and stable web presence with a smooth user experience for customers.

- To carry out web maintenance processes to support online stability and use
- To support deployment of product catalogue
- To create and manage e-commerce users
- To maintain web data integrity
- To administer scheduled web system tasks and to escalate any issues
- To respond to ad hoc requests from commercial teams
- To support web promotional mechanics
- To provide general support to web quality assurance and performance
- To undertake testing of platform releases and upgrades

### Knowledge/Skills/Experience

Likely to be graduate level or equivalent in a relevant discipline  
Likely to have had some experience in e-commerce operations  
Some knowledge of data integration across distributed systems  
Working knowledge of HTML, CSS, SQL

## Retail Salary Survey: E-commerce

<b>51.31</b>	<b>Senior Operations Analyst</b>
<b>Job Level</b>	3
<b>Alternative Title/s</b>	E-commerce Operations Senior Analyst

### **Job Purpose**

To support the E-commerce Operations Manager in delivering online functionality. To ensure relationships between platform, business data and service are integrated and operationally efficient. To ensure a robust and stable web presence with a smooth user experience for customers.

- To be responsible for day to day web maintenance processes to support online stability and use
- To have day to day responsibility for deployment of product catalogue
- To create and manage e-commerce users
- To maintain web data integrity
- To administer scheduled web system tasks and to escalate any issues
- To respond to ad hoc requests from commercial teams
- To support web promotional mechanics
- To provide general support to web quality assurance and performance
- To undertake testing of platform releases and upgrades
- To direct work of Operations Analysts

### **Knowledge/Skills/Experience**

Likely to be graduate level or equivalent in a relevant discipline  
Likely to have had at least 2 years' experience in e-commerce operations  
Knowledge of data integration across distributed systems  
Working knowledge of HTML, CSS, SQL

## Retail Salary Survey: E-commerce

**51.41** **E-commerce Operations Manager**

**Job Level** 4

**Alternative Title/s** Operations Manager

### **Job Purpose**

To manage an E-commerce Operations function ensuring that the systems, controls and processes provide support to the online business and operate at optimal efficiency. To identify areas for improvement.

- To investigate business processes and identify areas for improvement
- To liaise as needed with internal and external contacts to implement improvements
- To analyse all areas of the web operation to ensure processes are robust and are being followed
- To have day to day responsibility for managing the web maintenance process
- To ensure that all e-commerce processes are documented
- To manage requests from/issues raised by commercial teams
- To manage implementation of platform releases and updates ensuring all functionality is tested and that all relevant parties are informed of changes and impacts of changes
- To manage any issues arising from 3<sup>rd</sup> party support
- To manage, motivate and develop team of Operations Analysts

### **Knowledge/Skills/Experience**

Likely to be graduate level or equivalent in a relevant discipline

Significant experience in commercial e-commerce environment including retail/home shopping

Understanding of retail principles, products, life cycle concepts, range management, etc.

Working knowledge of HTML, CSS, SQL

Knowledge of data integration across distributed systems

## Retail Salary Survey: E-commerce

**51.51** **Senior E-commerce Operations Manager**

**Job Level** 5

**Alternative Title/s** Senior Operations Manager

### **Job Purpose**

To manage an E-commerce Operations function ensuring that the systems, controls and processes provide support to the online business and operate at optimal efficiency. To identify areas for improvement.

- To investigate business processes and identify areas for improvement
- To liaise as needed with internal and external contacts to implement improvements
- To analyse all areas of the web operation to ensure processes are robust and are being followed
- To manage web maintenance processes
- To ensure that all e-commerce processes are documented
- To manage requests from/issues raised by commercial teams
- To manage implementation of platform releases and updates ensuring all functionality is tested and that all relevant parties are informed of changes and impacts of changes
- To manage any issues arising from 3<sup>rd</sup> party support
- To manage, motivate and develop team/s of Operations Analysts

### **Knowledge/Skills/Experience**

Likely to be graduate level or equivalent in a relevant discipline

Operations management experience

Significant experience in commercial e-commerce environment including retail/home shopping

Understanding of retail principles, products, life cycle concepts, range management, etc.

Working knowledge of HTML, CSS, SQL

Knowledge of data integration across distributed systems

# Retail Salary Survey: E-commerce

**51.61** **Head of Online Operations**

**Job Level** 6

**Alternative Title/s** Internet Operations Controller  
Head of Dot Com  
Head of Multi-channel  
Head of IT & Delivery

## **Job Purpose**

To direct and manage an E-commerce Operations function ensuring the provision of an operation which is fit for purpose and capable of growth. To ensure that the systems, controls and processes required to support the online business are efficient and to plan for improvements.

- To contribute to and to ensure the implementation of the e-commerce operations strategy
- To ensure that the systems and processes that support the online business are reviewed and improved
- To ensure the development and implementation of annual budgets
- To contribute to future planning for the e-commerce operation
- To be responsible for negotiating with 3<sup>rd</sup> party suppliers as needed
- To contribute to improvements in other areas of the business that contribute to quality of e-commerce service to customers
- To manage the Operations team. To be responsible for staff recruitment, development and performance

## **Knowledge/Skills/Experience**

Graduate level or equivalent in a relevant business discipline  
Extensive appropriate retail/home shopping experience including experience working at senior levels  
Senior strategic management experience  
Experience of managing cross-functional projects  
Experience of management in key operational functions

# Retail Salary Survey: E-commerce

## Online Trading (52)

*In each job, the survey code for each job is shown followed by the survey job title.*

52.01 Web Production Assistant  
52.11 Junior Web Designer  
52.12 Category Assistant  
52.13 Online Editorial Assistant  
52.21 Online Insight Analyst  
52.22 Web Designer  
52.23 Assistant E-commerce Category Manager  
52.24 Junior Online Content Editor  
52.25 Online Content Co-ordinator  
52.31 Senior Online Insight Analyst  
52.32 Online Production Manager  
52.33 Senior Web Designer  
52.34 E-commerce Category Manager  
52.35 Online Content Manager  
52.41 Online Manager  
52.42 Online Insight Manager  
52.51 Senior Online Manager  
52.52 Senior Online Insight Manager  
52.53 Senior E-commerce Category Manager  
52.61 Head of Online Trading

### **Jobs Listing by Job Family**

52.01 Web Production Assistant  
52.11 Junior Web Designer  
52.22 Web Designer  
52.33 Senior Web Designer  
52.12 Category Assistant  
52.23 Assistant E-commerce Category Manager  
52.34 E-commerce Category Manager  
52.53 Senior E-commerce Category Manager  
52.21 Online Insight Analyst  
52.31 Senior Online Insight Analyst  
52.42 Online Insight Manager  
52.52 Senior Online Insight Manager  
52.13 Online Editorial Assistant  
52.24 Junior Online Content Editor  
52.25 Online Content Co-ordinator  
52.32 Online Production Manager  
52.35 Online Content Manager  
52.41 Online Manager  
52.51 Senior Online Manager  
52.61 Head of Online Trading



## Retail Salary Survey: E-commerce

### 52.01 **Web Production Assistant**

**Job Level** 0

**Alternative Title/s** Online Production Assistant  
E-commerce Assistant

#### **Job Purpose**

To support the Web Design team in the development and delivery of graphical and text content for multiple online channels.

- To assist with the optimising, uploading and publishing designed content in accordance with schedules
- To check updates in multiple test environments
- To update the website with new features and content
- To produce work in line with agreed service levels
- To maintain image library

#### **Knowledge/Skills/Experience**

Educated to A level or equivalent  
Good knowledge of relevant software, e.g. Photoshop, Dreamweaver  
Good knowledge of HTML, CSS

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### 52.11 **Junior Web Designer**

**Job Level** 1

**Alternative Title/s** Junior Digital Designer

#### **Job Purpose**

To produce designs as directed for the company's digital channels.

- To contribute to the design and production of web designs for web sites, emails, social networks, banners and other digital channels
- To assist in optimising, uploading and publishing designed content in accordance with schedules and to check updates in multiple test environments
- To help design and build emails to support online and offline campaigns and promotions
- To respond to customer insight with improvements and developments as needed
- To produce work in line with agreed service levels
- To maintain image library

#### **Knowledge/Skills/Experience**

Educated to degree level or equivalent  
Good knowledge of relevant software, e.g. Photoshop, Dreamweaver  
Experience of front-end web design and e-mail design  
Knowledge of HTML, CSS

## Retail Salary Survey: E-commerce

<b>52.12</b>	<b>Category Assistant</b>
<b>Job Level</b>	1
<b>Alternative Title/s</b>	Online Category Executive

### **Job Purpose**

To support the Online Category team in driving sales and margin performance for the category.

- To support the delivery of online sales targets through day to day management of stock ensuring appropriate management of fast and slow selling lines
- To manage web product images and requests used in the web store
- To support delivery of seasonal offers and price amendments
- To communicate offers and promotions to relevant E-commerce teams
- To deal with sales or return stock, transfers and recalls and discontinued stock
- To assist with communication of new product launches
- To assist with work of proposing and signing off on products to be featured in emails
- To work with Web Content team to develop onsite content opportunities for the category

### **Knowledge/Skills/Experience**

Graduate level education or equivalent  
Administration experience  
IT skills

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<b>52.13</b>	<b>Online Editorial Assistant</b>
<b>Job Level</b>	1

### **Job Purpose**

To assist the Content team in the planning, administering, creating and publishing of web content.

- To contribute to onsite conversion performance with product selections, image sourcing, etc.
- To perform site checks on new content
- To manage calendars for promotions and content
- To assist marketing team with social media ideas and their implementation
- To use site analytics to assess impacts of actions
- To create product descriptions for items across site
- May contribute to blog content and conversations
- To keep up to date with competitor activities
- To assist copywriter as required

### **Knowledge/Skills/Experience**

Experience of copywriting  
Understanding of print, online publishing, blogs and social media  
Experience of retailing  
CMS/HTML/SEO skills

## Retail Salary Survey: E-commerce

### 52.21 **Online Insight Analyst**

**Job Level** 2

**Alternative Title/s** Web Analyst  
Digital Analyst

#### **Job Purpose**

To provide analysis and recommendations on customer behaviour using web analytics and customer data. To optimise the website for commercial success and usability.

- To provide reports on site, campaign and customer analysis and to use information to suggest improvements and actions
- To find patterns in customer purchase and browse history and to recommend actions to optimise onsite messaging
- To provide feedback to design and content team
- To analyse targeted slots highlighting failures and successes and to make recommendations
- To analyse offsite content sites, e.g. blogs, apps, microsites
- To contribute to measurement and tagging on new templates
- To advise team on site analytics as needed

#### **Knowledge/Skills/Experience**

Graduate level or equivalent in relevant discipline  
Experience of web analytics platforms  
Understanding of databases, SQL and HTML  
Retail experience

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### 52.22 **Web Designer**

**Job Level** 2

**Alternative Title/s** Graphic Designer

#### **Job Purpose**

To produce designs as directed for the company's digital channels.

- To design and produce web designs for web sites, emails, social networks, banners and other digital channels
- To optimise, upload and publish designed content in accordance with schedules and to check updates in multiple test environments
- To design and build emails to support online and offline campaigns and promotions
- To respond to customer insight with improvements and developments as needed
- To produce work in line with agreed service levels
- To maintain image library
- To work with visual merchandising team to understand campaigns and company styles

#### **Knowledge/Skills/Experience**

Educated to degree level or equivalent  
Good knowledge of relevant software, e.g. Photoshop, Dreamweaver  
Experience of front-end web design and e-mail design  
Knowledge of HTML, CSS

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## Retail Salary Survey: E-commerce

### 52.23 Assistant E-commerce Category Manager

**Job Level** 2

**Alternative Title/s** Assistant E-commerce Product Manager, Assistant Online Merchandising Manager, Assistant Online Trading Manager  
Assistant Commercial Manager

#### **Job Purpose**

To support the E-commerce Category Manager in the development of the product strategy for allocated category lines to deliver objectives for performance and profit.

- To assist in the development of forecasts and the setting of budgets
- To assist in the review sales and margins vs targets
- To contribute to the stock allocation plan
- To manage allocated category stock for website
- To drive performance through identification of commercial opportunities
- To monitor market and competitor activity
- To work with website and buying colleagues, helping to develop onsite content strategies, to develop and recommend commercial initiatives
- To review online pricing and promotions
- To develop relationships with retail colleagues to ensure sales opportunities are maximised

#### **Knowledge/Skills/Experience**

Graduate level education

At least 2 years' appropriate experience

Experience of managing complex products in an online environment

Good knowledge of online performance drivers

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### 52.24 Junior Online Content Editor

**Job Level** 2

**Alternative Title/s** eMarketing Assistant, Product Writer, Copywriter

#### **Job Purpose**

To create content for online channels. To write and upload copy. To co-ordinate information from buying teams, brands, company promotions and new launches to create onsite features to attract and inform customers.

- To ensure all copy is in line with online tone of voice
- To proof read online text and messaging, to provide feedback
- To write and curate content, e.g. emails, social media, blogs, website
- To create content - write copy, select products, source images, links, photos, video, testing
- To work with Category Team to reflect the commercial priorities in the content
- May be responsible for blog content and conversations
- To keep up to date with competitor activities
- To coach and develop colleagues, e.g. Editorial Assistants, to improve team performance

#### **Knowledge/Skills/Experience**

Graduate level education

Experience of creating web content (retailer or magazine)

Experience of creating editorial features

Copywriting skills

Experience of multi-brand or multi-category environment

Alan Jones & Associates

## Retail Salary Survey: E-commerce

### 52.25 **Online Content Co-ordinator**

**Job Level** 2

**Alternative Title/s** Web Content Co-ordinator  
Digital Campaign & Content Assistant Manager

#### **Job Purpose**

To assist the Content Manager in co-ordinating content and updates for social media.

- To be responsible for the co-ordinating the day to day running and updating of web sites/designated sections of web sites and for ensuring that the web content is accurate
- To maintain website links
- To provide briefs for sale and brand events
- To ensure that web activity is recorded and analysed
- To support the online customer service operation
- To monitor competitor web activity
- To support changes to the web sites
- To ensure that changes are tested

#### **Knowledge/Skills/Experience**

Graduate level or equivalent

Likely to have had 2-3 years' experience

Requires strong PC, Internet and e-commerce skills and knowledge of appropriate software

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### 52.31 **Senior Online Insight Analyst**

**Job Level** 3

**Alternative Title/s** Senior Digital Analyst  
Insight Analyst Team Leader

#### **Job Purpose**

To provide analysis and recommendations on customer behaviour using web analytics and customer data. To optimise the website for commercial success and usability.

- To provide reports on site, campaign and customer analysis and to use information to suggest improvements and actions
- To find patterns in customer purchase and browse history and to recommend actions to optimise onsite messaging
- To provide feedback to design and content team
- To analyse targeted slots highlighting failures and successes and to make recommendations
- To analyse offsite content sites, e.g. blogs, apps, microsites
- To contribute to measurement and tagging on new templates
- To advise team on site analytics
- To oversee work of more junior staff

#### **Knowledge/Skills/Experience**

Graduate level or equivalent in relevant discipline

Several years' experience of web analytics platforms

Understanding of databases, SQL and HTML

Retail experience

## Retail Salary Survey: E-commerce

### 52.32 Online Production Manager

**Job Level** 3

#### **Job Purpose**

To be responsible for the delivery of updates, campaigns and video to online channels.

- To ensure that online channels reflect overall business calendar
- To maintain the planning calendar for company promotions, campaigns, site initiatives and brand/product launches
- To ensure that launches are delivered in a timely manner
- To oversee site updates ensuring site releases and updates are aligned with content plans
- To manage photography including budget
- May be expected to manage video process

#### **Knowledge/Skills/Experience**

Graduate level or equivalent in a relevant discipline  
Experience of managing processes within an online site  
Experience of online design and HTML coding  
Experience of management of 3<sup>rd</sup> party providers

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### 52.33 Senior Web Designer

**Job Level** 3

**Alternative Title/s** Web Design Team Leader  
Senior Graphic Designer

#### **Job Purpose**

To produce designs for the company's digital channels. To lead and motivate more junior Designers.

- To liaise internally and externally to create and translate ideas into designs for web sites, emails, social networks, banners and other digital channels
- To maintain the online portrayal of the company's brand and its core values through development of new designs
- To be responsible for web layout, usability, brand continuity
- To contribute to customer experience by testing work on all channels prior to release
- To respond to customer insight with improvements and developments as needed
- To produce work in line with agreed service levels
- To manage, monitor and mentor members of the design team

#### **Knowledge/Skills/Experience**

Educated to degree level or equivalent  
Several years' experience of working with an e-commerce platform  
Experience of multi-channel retail environment  
In depth knowledge of design software, e.g. Adobe Creative Suite  
Knowledge of HTML, CSS, video publishing, web animation, mobile interfaces

## Retail Salary Survey: E-commerce

**52.34** **E-commerce Category Manager**

**Job Level** 3

**Alternative Title/s**  
E-commerce Product Manager  
Online Merchandising Manager  
Online Trading Manager  
Commercial Manager

### **Job Purpose**

To develop and lead the product strategy for allocated category lines to deliver objectives for performance and profit. To lead commercial relationship with any external suppliers to optimise commercial performance through delivery of compelling products and propositions.

- To lead the category profit and loss: to develop forecasts and set budgets, to input into business plan
- To review sales and margins vs targets
- To ensure the stock allocation plan will sustain the required sales and growth
- To manage allocated category stock for website
- To drive performance through identification of commercial opportunities
- To monitor market and competitor activity
- Working with website and buying colleagues, to develop onsite content strategies, to develop and recommend commercial initiatives
- To develop and maintain relationships with external brand contacts to ensure commercial initiatives are supported
- To manage online pricing and promotions. To be responsible for development of offers and promotions that are attractive to target customers
- To develop relationship with retail colleagues to ensure sales opportunities are maximised
- To lead, manage and develop a category team

### **Knowledge/Skills/Experience**

Graduate level education

Several years' appropriate experience

Experience of managing complex products in an online environment

Good knowledge of online performance drivers

## Retail Salary Survey: E-commerce

52.35

**Online Content Manager**

**Job Level**

3

**Alternative Title/s**

Online Content Producer  
Digital Campaign & Content Manager

### **Job Purpose**

To manage launch of web content and editorials. To work with copy, design, trading, buying and marketing to ensure the creation of content to increase sales. To manage content change.

- To manage content planning calendar to control timing of promotions, brand launches, etc.
- To compose briefs for copy and design teams. To create coherent messaging for customers including product selection, onsite journey planning, proofing, testing
- To ensure that content contributes to conversion of site visitors to purchasers
- To plan and brief editorial features and blogs
- To monitor results. To deliver analysis and make recommendations to improve onsite content
- To work with marketing team to drive improvements for content
- To monitor competition and keep informed on industry initiatives

### **Knowledge/Skills/Experience**

Graduate level education

E-commerce background with experience of managing website content

Experience of creating/proofing editorial features

Copywriting skills

Understanding of web design and HTML



## Retail Salary Survey: E-commerce

**52.41**

**Online Manager**

**Job Level**

4

**Alternative Title/s**

Online Trading Manager

### **Job Purpose**

To be responsible for day to day management of online trading. To lead, manage and motivate the web content team.

- To be responsible for assisting with the development and then for the implementation of customer insight strategy
- To be responsible for the testing of and learning from onsite search and sort algorithms to optimise the website and improve conversion and sales
- To monitor results of activities and make recommendations
- To work with Category Managers and liaise with marketing to deliver a commercial and engaging online experience
- To be responsible for ensuring that web content reflects the company brands, visions and values
- To be responsible for effective planning and co-ordination of onsite content launches
- To have ownership of look and feel of website, ensuring that the tone and message are consistent with company image and values
- To be responsible for onsite photography
- To work to minimise speed to market
- To lead, manage and motivate the Online Trading team. To be responsible for staff recruitment, development and performance

### **Knowledge/Skills/Experience**

Graduate level or equivalent in a relevant business discipline

Extensive online retailing experience

Experience of multi-brand environment

Experience of management in key operational functions

## Retail Salary Survey: E-commerce

**52.42** **Online Insight Manager**

**Job Level** 4

**Alternative Title/s** Digital Analytics Manager

### **Job Purpose**

To use data to make recommendations for commercial decision-making in order to increase sales. To undertake day to day content optimisation as well as long term website development and strategy.

- To provide commercial insight using data from various sources. To use web analytics, online and post-purchase surveys, online ratings and reviews, customer feedback, etc., to make recommendations on commercial strategies
- To optimise the customer experience through feedback of results to merchandising and buying teams, to improve onsite search and sort algorithms, to develop and improve the product recommendations engine, to improve volume and quality of user content and data
- To lead, manage and motivate the Online Insight team. To be responsible for staff recruitment, development and performance

### **Knowledge/Skills/Experience**

Graduate level or equivalent in maths, statistics or related discipline  
Experience of web analytics platforms  
Experience of use of market research/customer surveys  
Experience of management of 3<sup>rd</sup> party providers

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**52.51** **Senior Online Manager**

**Job Level** 5

**Alternative Title/s** Senior Online Trading Manager

### **Job Purpose**

To be responsible for day to day management of online trading. To lead, manage and motivate the web content team.

- To be responsible for assisting with the development and implementation of customer insight strategy
- To be responsible for the testing of and learning from onsite search and sort algorithms to optimise the website and improve conversion and sales
- To monitor results of activities and make recommendations
- To work with Category Managers and liaise with marketing to deliver a commercial and engaging online experience
- To be responsible for ensuring that web content reflects the company brands, visions and values
- To be responsible for effective planning and co-ordination of onsite content launches
- To have ownership of look and feel of website, ensuring that the tone and message are consistent with company image and values
- To be responsible for onsite photography
- To work to minimise speed to market
- To lead, manage and motivate the Online Trading team. To be responsible for staff recruitment, development and performance

### **Knowledge/Skills/Experience**

Graduate level or equivalent in a relevant business discipline  
Extensive online retailing experience  
Experience of multi-brand environment  
Experience of management in key operational functions

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## Retail Salary Survey: E-commerce

**52.52** **Senior Online Insight Manager**

**Job Level** 5

**Alternative Title/s** Senior Digital Analytics Manager

### **Job Purpose**

To lead and motivate the online insight team ensuring that data are analysed and used to make recommendations to business management. To contribute to the development of short and long term website development and strategy.

- To be responsible for day to day running of Online Insight team ensuring that team draw data from a suitable variety of sources. To supervise the use of web analytics, online and post-purchase surveys, online ratings and reviews, customer feedback, etc., for making recommendations on commercial strategies
- To ensure that the customer experience is optimised through feedback of results to merchandising and buying teams
- To ensure continuous improvement to the onsite search and sort algorithms, the product recommendations engine and the volume and quality of user content and data
- To lead, manage and motivate the team. To be responsible for staff recruitment, development and performance

### **Knowledge/Skills/Experience**

Graduate level or equivalent in mathematics, statistics or related discipline

Significant experience of web analytics platforms

Experience of using market research/customer surveys

Experience of management of 3<sup>rd</sup> party providers

## Retail Salary Survey: E-commerce

**52.53** **Senior E-commerce Category Manager**

**Job Level** 5

**Alternative Title/s**  
Senior E-commerce Product Manager  
Senior Online Merchandising Manager  
Senior Online Trading Manager  
Senior Commercial Manager

### **Job Purpose**

To be responsible for developing and leading the product strategy for allocated category lines to deliver objectives for performance and profit. To lead commercial relationship with any external suppliers to optimise commercial performance through delivery of compelling products and propositions.

- To lead the category profit and loss: to develop forecasts and set budgets, to input into business plan
- To review sales and margins vs targets
- To ensure the stock allocation plan will sustain the required sales and growth
- To manage allocated category stock for website
- To drive performance through identification of commercial opportunities
- To monitor market and competitor activity
- Working with website and buying colleagues, to develop onsite content strategies, to develop and recommend commercial initiatives
- To develop and maintain relationships with external brand contacts to ensure commercial initiatives are supported
- To manage online pricing and promotions. To be responsible for development of offers and promotions that are attractive to target customers
- To develop relationship with retail colleagues to ensure sales opportunities are maximised
- To lead, manage and develop a category team
- To oversee the work of more junior colleagues

### **Knowledge/Skills/Experience**

Graduate level education

Significant appropriate experience including experience as an E-commerce Category Manager

Experience of managing complex products in an online environment

Good knowledge of online performance drivers

## Retail Salary Survey: E-commerce

<b>52.61</b>	<b>Head of Online Trading</b>
<b>Alternative Title/s</b>	Head of Digital Merchandising
<b>Job Level</b>	6

### **Job Purpose**

To be accountable for website profitability. To be responsible for online trading strategy (product range and assortment, online customer experience) and for the conversion of online channel visitor traffic to orders and sales.

- To contribute to the company's online business strategy
- To be responsible for profitability of online business
- To be responsible for the onsite customer experience
- To propose website development and improvement
- To develop website personality in line with company brand, visions and values
- To be responsible for trading performance and to undertake any necessary sales, stock and margin plans
- To be responsible for quality and performance of online product merchandising and search engine optimisation
- To be responsible for trading planning process. To co-ordinate planning process. To co-ordinate the onsite content strategy
- To liaise with distribution centre over stock and order volumes
- To lead, manage and motivate the Online Trading team. To be responsible for staff recruitment, development and performance

### **Knowledge/Skills/Experience**

Graduate level or equivalent in a business discipline, likely to have a relevant post graduate qualification

Extensive online retailing experience

Senior strategic management experience

Experience of management in key operational functions at escalating levels of seniority

## Retail Salary Survey: E-commerce

### E-commerce: Online Marketing (53)

*In each job, the survey code for each job is shown followed by the survey job title.*

53.11 Online Marketing Assistant  
53.21 Search Engine Optimisation Executive  
53.22 Paid Search Executive  
53.23 Marketing Data Analyst  
53.24 Social Media Executive  
53.25 Online Marketing Co-ordinator  
53.26 User Experience Architect  
53.27 Assistant UI/UX Designer *\*at risk*  
53.28 Web Developer  
53.31 Social Media Manager  
53.32 Search Engine Optimisation Manager  
53.33 Senior User Experience Architect  
53.34 UI/UX Designer  
53.35 Senior Web Developer  
53.36 Website Editor  
53.41 Paid Search Manager  
53.42 User Experience Manager  
53.43 Senior UI/UX Designer  
53.44 UI/UX Design Manager  
53.45 Web Development Manager  
53.51 Online Marketing Manager  
53.61 Head of Online Marketing  
53.62 Head of Customer Experience

#### **Jobs Listing by Job Family**

53.11 Online Marketing Assistant  
53.23 Marketing Data Analyst  
53.25 Online Marketing Co-ordinator  
53.21 Search Engine Optimisation Executive  
53.32 Search Engine Optimisation Manager  
53.22 Paid Search Executive  
53.41 Paid Search Manager  
53.24 Social Media Executive  
53.31 Social Media Manager  
53.26 User Experience Architect  
53.33 Senior User Experience Architect  
53.42 User Experience Manager  
53.27 Assistant UI/UX Designer *\*at risk\**  
53.34 UI/UX Designer  
53.43 Senior UI/UX Designer  
53.44 UI/UX Design Manager  
53.28 Web Developer  
53.35 Senior Web Developer  
53.45 Web Development Manager  
53.36 Website Editor  
53.51 Online Marketing Manager  
53.61 Head of Online Marketing  
53.62 Head of Customer Experience

## Retail Salary Survey: E-commerce

**53.11** **Online Marketing Assistant**

**Job Level** 1

**Alternative Title/s** E-commerce Admin Assistant

### **Job Purpose**

To work as part of the online marketing team providing support in ongoing and tactical web activity.

- To provide support to team in their marketing activity
- To co-ordinate online marketing activity with 3<sup>rd</sup> party agencies
- To produce reports as needed for designated marketing team
- To research competitor activity through web and social media channels and to report findings
- To assist with team activities as needed

### **Knowledge/Skills/Experience**

Graduate level education preferably in a marketing discipline  
Some relevant experience

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**53.21** **Search Engine Optimisation Executive**

**Job Level** 2

**Alternative Title/s** Search Marketing Executive

### **Job Purpose**

To assist with developing and monitoring the search engine optimisation strategy.

- To identify key initiatives for search engine optimisation (SEO)
- To produce SEO analysis including performance metrics, keyword research, website audits, etc.
- To monitor transactions and ensure that targets are being met
- To implement SEO activities
- To write content as needed

### **Knowledge/Skills/Experience**

Graduate level education in a computer science discipline  
Understanding of front end web development, e.g. HTML, CSS, PHP, MySQL

## Retail Salary Survey: E-commerce

### 53.22 **Paid Search Executive**

**Job Level** 2

#### **Job Purpose**

To support the Paid Search Team in building, running, optimising and growing pay per click campaigns.

- To compile reports on paid search activities and performance
- To monitor campaigns across major search engines
- To undertake campaign optimisation
- To research and group keywords and to optimise landing page across search engines
- To monitor competitor activity
- To maintain knowledge of paid search and other digital marketing trends
- To develop relationships with key search engines

#### **Knowledge/Skills/Experience**

Graduate level education in a numerate discipline  
Relevant search marketing experience  
Some experience of using web analytics programs  
Experience of bid management tools

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### 53.23 **Marketing Data Analyst**

**Job Level** 2

**Alternative Title/s** E-commerce Analyst  
Customer Insight Analyst  
E-commerce Business Analyst

#### **Job Purpose**

To ensure that company data resource delivers business insight.

- To produce reports and analysis using available metrics and analytics and in partnership with E-commerce marketing team members
- To use multiple data sources to support Marketing team
- To design and deliver regular reports highlighting trends and correlations
- To identify trends and to interpret findings for planning recommendations
- To report on findings to E-commerce team

#### **Knowledge/Skills/Experience**

Graduate level education in a numerate discipline  
Online analysis experience  
Experience of using web analytics programs



## Retail Salary Survey: E-commerce

53.24

### Social Media Executive

Job Level

2

Alternative Title/s

Online Social Engagement Executive

#### Job Purpose

To co-ordinate and execute social activity across various networks and forums. To increase sales through engagement with current and new users and the broadcasting of company messages. To maintain company tone in social channels and to maximise conversion of customers to visit website.

- To plan activity to fit in with e-commerce/Marketing strategy
- To instigate and host conversations with users on social channels
- To respond to users and find answers to queries
- To liaise as needed with Customer Services to achieve goals
- To brief design team on profile pages
- To co-ordinate competitions on social channels
- To monitor and report on performance of social campaigns
- To optimise work for all search engines

#### Knowledge/Skills/Experience

Relevant social networking experience, e.g. experience managing an online community

Proofing skills

Copywriting skills

Understanding of search engine optimisation

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53.25

### Online Marketing Co-ordinator

Job Level

2

#### Job Purpose

To work as part of the E-commerce team co-ordinating designated online marketing activities.

- To provide support to team in their marketing activity
- To assist with evaluation of campaigns
- To be responsible for online marketing reporting

#### Knowledge/Skills/Experience

Graduate level education in marketing or similar

Likely to have had 2 years' experience in online marketing

Understanding of online tracking

Numerate

## Retail Salary Survey: E-commerce

### 53.26 User Experience Architect

**Job Level** 2

#### **Job Purpose**

To help to design the customer experience to ensure the best possible site usability.

- To create the shopping experience for customers across range of contact points
- To work with and provide guidance to Web Designers and Developers
- To gather requirements from internal and external stakeholders
- To complete usability reviews to optimise the user experience
- To review and improve the user experience
- To produce interfaces for high fidelity wireframes and interactive prototypes
- To map user journeys, design scenarios and system maps
- To produce visual design concepts and layouts
- To support Senior User Experience Architect in checking and testing new releases

#### **Knowledge/Skills/Experience**

Graduate level education in design or computer science  
At least 2 years' user experience design experience

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### 53.27 Assistant UI/UX Designer

**Job Level** 2

#### **Job Purpose**

To assist in the creation of designs and layouts for company web-based applications contributing to the design of the customer experience and ensuring the best possible site usability.

- To collaborate on interfaces which are optimised for technical performance and user experience
- To work with Web Design, Production and Development Teams as directed
- To support the gathering of requirements from internal and external stakeholders
- To complete usability reviews to optimise the user experience
- To assist with reviewing and improving the user experience
- To map user journeys
- To assist with the production of visual design concepts and layouts
- To assist with the checking and testing new releases

#### **Knowledge/Skills/Experience**

Graduate level education in design or computer science  
At least 2 years' appropriate experience

## Retail Salary Survey: E-commerce

<b>53.28</b>	<b>Web Developer</b>
<b>Job Level</b>	2
<b>Alternative Title/s</b>	Front End Web Designer Front End Web Developer

### Job Purpose

To assist in the creation of user interfaces to improve the user experience of the company website and other digital channels.

- To design, develop and release projects to improve user experience
- To convert visual layouts to working prototypes
- To design and implement reliable client and web-based applications
- To collaborate with business stakeholders and technology teams to build better solutions for the business
- To keep up to date on web development and to make recommendations on new techniques and technologies

### Knowledge/Skills/Experience

Graduate level education in design or computer science or equivalent commercial web development experience

Likely to have had 2 years' web development experience

Fluency in coding HTML, CSS, JavaScript

Experience of creating web interfaces

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<b>53.31</b>	<b>Social Media Manager</b>
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<b>Job Level</b>	3
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### Job Purpose

To be responsible for the development and implementation of the social media strategy to deliver increases in brand awareness, customer engagement and sales.

- To contribute to development of social media strategy
- To co-ordinate with stakeholders across company to ensure effectiveness of strategy and to ensure social media techniques are part of corporate culture
- To keep up to date with social media and to ensure that the company is positioned correctly
- To plan calendar in line with other E-commerce team stakeholders
- To plan campaigns to achieve targets
- To ensure that social channels sustain company brand and style
- To instigate and host conversations with users
- To keep up to date with competitor social activity and industry developments
- To identify opportunities to encourage customers to visit website
- To optimise work for search engines

### Knowledge/Skills/Experience

Graduate level education and likely to have a post-graduate qualification in Marketing

Experience of working in social media

Copywriting skills

Search engine optimisation experience

## Retail Salary Survey: E-commerce

### 53.32 Search Engine Optimisation Manager

**Job Level** 3

**Alternative Title/s** Search Marketing Manager

#### Job Purpose

To be responsible for developing and directing the search engine optimisation strategy.

- To identify key initiatives for search engine optimisation (SEO)
- To monitor transactions and ensure that targets are being met
- To undertake research and analysis to test SEO
- To manage SEO projects from concept to launch
- To provide analysis and feedback to marketing
- To ensure optimisation of on-page content working with content owners
- To ensure key word research is applied
- To evaluate links
- To manage agencies, ensuring briefs are met on time
- To manage SEO team

#### Knowledge/Skills/Experience

Graduate level education in a computer science discipline

Experience of complex architectures

Experience of SEO

Deep understanding of front end web development, e.g. HTML, CSS, PHP, MySQL

---

### 53.33 Senior User Experience Architect

**Job Level** 3

#### Job Purpose

To contribute to the design of the customer experience to ensure the best possible site usability.

- To create the shopping experience for customers across range of contact points
- To work with and provide guidance to Web Designers and Developers
- To gather requirements from internal and external stakeholders
- To complete usability reviews to optimise the user experience
- To review and improve the user experience
- To produce interfaces for high fidelity wireframes and interactive prototypes
- To map user journeys, design scenarios and system maps
- To produce visual design concepts and layouts
- To support User Experience Manager in checking and testing new releases

#### Knowledge/Skills/Experience

Graduate level education in design or computer science

At least 4 years' user experience design experience

## Retail Salary Survey: E-commerce

**53.34** **UI/UX Designer**

**Job Level** 3

### **Job Purpose**

To create designs and layouts for company web-based applications contributing to the design of the customer experience and ensuring the best possible site usability.

- To collaborate on interfaces which are optimised for technical performance and user experience
- To work with and provide guidance to Web Design, Production and Development Teams
- To gather requirements from internal and external stakeholders and present solutions
- To complete usability reviews to optimise the user experience
- To review and improve the user experience
- To map user journeys
- To produce visual design concepts and layouts
- To check and test new releases

### **Knowledge/Skills/Experience**

Graduate level education in design or computer science  
At least 4 years' appropriate experience

---

**53.35** **Senior Web Developer**

**Job Level** 3

**Alternative Title/s** Senior Front End Web Designer  
Senior Front End Web Developer

### **Job Purpose**

To create user interfaces to improve the user experience of the company website and other digital channels.

- To design, develop and release projects to improve user experience
- To convert visual layouts to working prototypes
- To design and implement reliable client and web-based applications
- To collaborate with business stakeholders and technology teams to build better solutions for the business
- To mentor junior members of the team
- To keep up to date on web development and to make recommendations on new techniques and technologies

### **Knowledge/Skills/Experience**

Graduate level education in design or computer science or equivalent commercial web development experience  
At least 4 years web development experience  
Fluency in coding HTML, CSS, JavaScript  
Experience of creating web interfaces

## Retail Salary Survey: E-commerce

53.36

### Website Editor

**Job Level**

3

**Alternative Title/s**

Web Content Editor  
Online Content Manager

#### Job Purpose

To be responsible for developing and maintaining content on company web site that delivers the business plan in line with the marketing plan.

- To develop site and content to meet the marketing plan
- To be responsible for content strategy for all channels
- To liaise as needed internally and externally, e.g. with design, editorial, buying, suppliers, agencies, etc., to ensure that all deadlines are met and content is agreed
- To monitor results and make recommendations on improvements/remedial action
- To ensure an up to date work plan for site maintenance and developments
- To manage the editorial process to ensure editorial consistency and quality control
- To manage editorial team

#### Knowledge/Skills/Experience

Educated to degree level or equivalent, Marketing/Journalism type degree preferred  
Previous online editorial experience  
Experience of multi-brand/multi-category environment  
Working knowledge of HTML and Photoshop

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53.41

### Paid Search Manager

**Job Level**

4

#### Job Purpose

To be responsible for strategic and operational aspects of search engine marketing activity. To ensure the cost effective generation of traffic to the online store.

- To develop the search engine marketing plan
- To develop and manage paid search campaigns across multiple search engines
- To be responsible for paid search forecasting
- To manage accounts to optimise visibility
- To develop network campaigns
- To manage and, where possible, improve paid search processes
- To contribute to the development of test strategy for paid search
- To work with colleagues to integrate paid search activity
- May manage a paid search team

#### Knowledge/Skills/Experience

Graduate level education or equivalent  
Significant relevant search marketing experience  
Numerate and analytical  
Experience of using web analytics programs  
Experience of bid management tools

## Retail Salary Survey: E-commerce

**53.42** **User Experience Manager**

**Job Level** 4

**Alternative Title/s** Application Architect

### **Job Purpose**

To design the customer experience to ensure the best possible site usability.

- To design the customer experience to company quality specifications
- To provide guidance on optimum customer experience
- To be responsible for creation of designs for site developments
- To ensure appropriate tagging for new implementations
- To develop continuous improvement programme
- To manage testing programme
- To translate business requirements into customer journeys
- To define user experience objectives
- To manage team

### **Knowledge/Skills/Experience**

Graduate level education  
Extensive user experience

---

**53.43** **Senior UI/UX Designer**

**Job Level** 4

### **Job Purpose**

To oversee and contribute to the creation of designs and layouts for company web-based applications.  
To ensure that the design of the customer experience delivers the best possible site usability.

- To collaborate on interfaces which are optimised for technical performance and user experience
- To work with and provide guidance to Web Design, Production and Development teams
- To gather requirements from internal and external stakeholders and present solutions
- To complete usability reviews to optimise the user experience
- To review and improve the user experience
- To map user journeys
- To produce visual design concepts and layouts
- To check and test new releases
- To oversee work of more junior staff members

### **Knowledge/Skills/Experience**

Graduate level education in design or computer science  
At least 5 years' appropriate experience

## Retail Salary Survey: E-commerce

53.44

### UI/UX Design Manager

**Job Level**

4

#### Job Purpose

To be responsible for the day to day running of the UI/UX design function. To be responsible for the designs and layouts for company web-based applications and for ensuring the best possible site usability from the design of the customer experience.

- To ensure interfaces are optimised for technical performance and user experience
- To manage Web Design, Production and Development teams
- To oversee design projects
- To be responsible for optimisation of the user experience
- To be responsible for the review and improvement of the user experience
- To monitor production of visual design concepts and layouts
- To ensure all new releases are checked and tested
- To manage budget

#### Knowledge/Skills/Experience

Graduate level education in design or computer science  
Significant appropriate experience at escalating levels of seniority  
Management experience

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53.45

### Web Development Manager

**Job Level**

4

**Alternative Title/s**

Web Design Manager  
Front End Web Development Manager

#### Job Purpose

To manage the Web Developers ensuring that user interfaces are created to improve the user experience of the company website and other digital channels on time and within budget.

- To manage the design, develop and release projects to improve user experience
- To be responsible for the conversion of visual layouts to working prototypes
- To ensure that reliable client and web-based applications are designed and implemented
- To lead the collaboration with business stakeholders and technology teams in order to build better solutions for the business
- To manage the function
- To keep up to date on web development and to make recommendations on new techniques and technologies

#### Knowledge/Skills/Experience

Graduate level education in design or computer science or equivalent commercial web development experience  
At least 5 years' web development experience  
Fluency in coding HTML, CSS, JavaScript  
Experience of creating web interfaces



## Retail Salary Survey: E-commerce

<b>53.51</b>	<b>Online Marketing Manager</b>
<b>Job Level</b>	5
<b>Alternative Title/s</b>	Marketing Manager, Internet & E-commerce

### Job Purpose

To contribute to the development of the online marketing strategy for the business or for a designated section of the business. To implement the agreed online marketing strategy to increase profit via online outlets. To lead an Online Marketing team.

- To set performance goals by channel
- To ensure that these goals are met
- To identify growth opportunities
- To work closely with internal stakeholders to support the marketing plan
- To assist with budgeting and forecasting for the online business
- To lead and motivate a marketing team ensuring objectives are set and to monitor team performance

### Knowledge/Skills/Experience

Graduate level education and likely to have a post-graduate qualification in Marketing  
Likely to have had significant experience in marketing - including experience with an online brand/retailer  
Previous experience in managing a team

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<b>53.61</b>	<b>Head of Online Marketing</b>
<b>Job Level</b>	6

### Job Purpose

To develop the Online Marketing Strategy, devising and implementing activities to increase profit via online outlets. To lead the Online Marketing team.

- To devise and manage marketing plan to deliver sales and profit targets
- To adjust budget as needed to meet targets
- To be responsible for ensuring paid search campaigns meet targets
- To review, manage and optimise advertising and retargeting campaigns
- To work closely with other areas of the business to ensure structured co-ordination of e-commerce promotional campaigns
- To manage marketing team. To inspire and motivate team. To set and review objectives

### Knowledge/Skills/Experience

Graduate level education and likely to have a post-graduate qualification in Marketing  
Significant experience of online marketing  
Significant retail experience  
Relevant e-commerce marketing experience  
Experience of managing external agencies

# Retail Salary Survey: E-commerce

53.62

**Head of Customer Experience**

**Job Level**

6

## **Job Purpose**

To ensure that sales are maximised through the design of the customer experience and that the customer is engaged across all channels. To manage and oversee the onsite customer experience.

- To ensure that the customer has a best in class experience when visiting the website
- To develop and implement policies and practices for customer experience to maintain and increase sales, to encourage repeat visits and to optimise conversion and customer satisfaction
- To provide the direction and expertise for the business on site design, content engagement, tone of voice and usability testing
- To be responsible for developing and implementing a multi-channel customer experience with a consistent message
- To ensure that the site has engaging product and editorial content
- To guide business video and image content strategy
- To ensure web analytics are used to improve the customer journey
- To manage agencies and service providers
- To manage costs and budgets
- To ensure legal compliance

## **Knowledge/Skills/Experience**

Graduate level education or equivalent

Likely to have a relevant post graduate qualification

Significant experience multi-channel online retailing including management experience

## Retail Salary Survey: E-commerce

### E-commerce: Online Business Development (54)

*In each job, the survey code for each job is shown followed by the survey job title.*

54.21 CRM Specialist  
54.31 CRM Manager  
54.41 Business Development Manager  
54.61 Head of Business Development

## Retail Salary Survey: E-commerce

<b>54.21</b>	<b>CRM Specialist</b>
<b>Job Level</b>	2
<b>Alternative Title/s</b>	CRM Officer Email Marketing Assistant

### Job Purpose

To contribute to the email marketing programme. To implement programme as directed.

- To plan and manage email calendar
- To work with relevant functions on email content and timing
- To liaise with editorial group, design and technical teams on email briefs
- To ensure timely delivery of emails, e.g. welcome, weekly, ad hoc
- To co-ordinate product selection and approval processes for emails as needed, e.g. merchandising, editorial, offline and online marketing and content teams
- To work with marketing team to ensure that all activities are in line with company branding
- Set-up and deploy email marketing campaigns
- To monitor and report on email effectiveness
- To maintain awareness of technical developments

### Knowledge/Skills/Experience

Graduate level  
2+ years' experience of e-commerce

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<b>54.31</b>	<b>CRM Manager</b>
<b>Job Level</b>	3
<b>Alternative Title/s</b>	Retention Manager Email Marketing Manager

### Job Purpose

To be responsible for customer relationship strategy. To develop and implement the customer communication strategy.

- To plan and manage customer relationship management activities/campaigns
- To develop and establish mechanisms to review efficacy of activities and to ensure that the CRM strategy is informed by and adjusted to benefit from the feedback
- May be responsible for managing activities of 3<sup>rd</sup> party suppliers
- To be responsible for the timely delivery of the email marketing plan
- To be responsible for product selection and approval processes for emails as needed, e.g. merchandising, editorial, offline and online marketing and content teams
- To work with marketing team to ensure that all activities are in line with company branding
- To maintain awareness of technical developments
- To manage CRM team members

### Knowledge/Skills/Experience

Graduate level education  
Likely to have had at least 5 years' experience of e-commerce

## Retail Salary Survey: E-commerce

<b>54.41</b>	<b>Business Development Manager</b>
<b>Job Level</b>	4
<b>Alternative Title/s</b>	Multi Channel Development Manager

### Job Purpose

To contribute to the development, launch and evolution of new routes to market. To work with colleagues across the business to identify new areas of opportunity for business growth.

- To contribute to identifying projects to contribute to business growth within online channels
- To facilitate and drive the development of new ideas and concepts
- To develop business and IT requirements for new initiatives
- To carry out any sourcing required for new channels
- To contribute to setting of project timelines and delivery parameters, to ensure that these objectives are met
- To report on and monitoring of new launches to determine success and future opportunities

### Knowledge/Skills/Experience

Graduate level education and likely to have a post-graduate qualification in Marketing  
Significant experience of all forms of digital media within an e-commerce environment  
Significant retail experience  
Management experience

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<b>54.61</b>	<b>Head of Business Development</b>
<b>Job Level</b>	6
<b>Alternative Title/s</b>	Multi Channel Development Senior Manager

### Job Purpose

To be responsible for the development, launch and evolution of new routes to market. To work with colleagues across the business to identify new areas of opportunity for business growth.

- To work with senior management to identify projects to contribute to business growth within online channels
- To facilitate and drive the development of new ideas and concepts
- To be responsible for the development of business and IT requirements for new initiatives
- To be responsible for sourcing required for new channels
- To define project timelines and delivery parameters, to ensure that these objectives are met
- To be responsible for the reporting on and monitoring of new launches to determine success and future opportunities
- To lead, manage and motivate the Business Development team

### Knowledge/Skills/Experience

Graduate level education and likely to have a post-graduate qualification in Marketing  
Significant experience of all forms of digital media within an e-commerce environment  
Significant retail experience at escalating levels of seniority

# Retail Salary Survey

## Trainees (55)

*In each job, the survey code for each job is shown followed by the survey job title.*

- 55.01 Apprentice – Level 2
- 55.02 Apprentice – Level 3
- 55.11 Graduate – New Recruit
- 55.12 Graduate – 12 Months' Experience



**RETAIL SALARY SURVEY:**  
**AREA MANAGEMENT, STORES &**  
**DRIVERS**



# Retail Salary Survey

## Contents – Management & Stores

<b>Sections 01/10 – Area Management/Store Management</b>	255-262
Guide to completing questionnaire	256-257
01.41 Area Manager	258
01.51 Regional Manager	259
10.01 Store Manager	260
10.02 Assistant/Deputy Manager	260
10.03 Department Manager	261
10.04 Store Visual Merchandiser	262
<b>Section 75 – Sales Assistants &amp; Team Leaders</b>	263-266
Notes on job matches: Skills/Age	263
Notes on job matches: Locations	264
Notes on job matches: Sector	264
Guide to completing input questionnaire	265
Survey job numbers and job titles by location	266
<b>Section 80 – Drivers</b>	265-267
Guide to completing input questionnaire	265
Survey job numbers and job titles by class and weight	267

# Retail Salary Survey

## Guide – Area Management & Store Management

This part of the survey is an analysis of actual salaries paid to actual job holders. This means that you must give information for all job holders except where the details of more than one job holder are exactly the same (including salary, additions, car, turnover, location, etc.). Please give data as follows:

1. **Job Match Identifier (Optional)**

Where you have a code which identifies the job holder you have matched to the survey job role, and you would like to have this information for future reference, give it here and we will add it to the database. This information will not be used by us except to help you identify your matches.

2. **Job Match (+,=,-)**

In this column of the questionnaire please indicate your assessment of the job match, i.e. as compared with the job specification does your job match have more responsibility (+), is the job a good match for the generic job description (=) or does your job have less responsibility (-) than described.

3. **No. of Job Holders**

This will be one except where you have job holders whose salary, additions, car and store details are exactly the same. It is important for the analysis that the actual information is given for each individual. Average or median information will distort the survey results.

4. **Basic Salary**

Give monthly salary x 12. Location allowance is included in basic salary. If job holders are part-time please give full-time equivalent salary here.

5. **Actual Bonus Paid**

Include here any cash paid in addition to salary, e.g. commission, Christmas bonus, profit share, etc. If job holders are part-time please give full-time equivalent additions here.

6. **On Target Bonus (%)**

Where you have on target bonus payments, please give here the percentage of basic salary paid to the job holder when targets are achieved. Where you have a range of percentages for on-target bonus, please show the average on-target bonus. Give the most recent percentage available.

7. **Company Car Yes/No**

Please indicate whether or not the job holder is entitled to a company car or company car cash alternative.

8. **Company Car List Price**

Give the list price of the typical/representative company car for which the job holder is eligible. Give the current list price of the car which is offered (even if the job holder takes a cash allowance instead of a car or trades up/down). Exclude delivery, road fund licence and number plates. If in doubt quote the make and model.

# Retail Salary Survey

## Sections 01 & 10 – Area Management & Store Management

### 9. Car Allowance (Annual)

Give the annual amount offered/paid as an alternative to a company car. Give this figure even if the car option is taken. Please quote as an annual amount.

### 10. Turnover (T/O) £m

Give the turnover - including VAT but excluding discounts - of the store for the most recent 12 months available excluding petrol, lottery and post office sales. Give this figure in £ million or, where less than £2m, to the nearest tenth of a million, e.g. £0.5m where sales are approximately/ near £500,000 per year. **For area management jobs please give the turnover of the area for which each job holder is responsible**

### 11. Job Holder Location Postcode

For all of the jobs except Sales Assistants, Team Leaders and Recruitment (i.e. Graduates, A Level), please give the postcode of the work location relevant for the job match.

### 12. Job Holder Responsibility

**Area/Regional Management:** please indicate the location the job holder is responsible for. The choices are:

1. South East (SE)
2. Rest of UK (R)

### 13. Location of Job Holder

**Store Management:** please indicate the location of the store in which the job holder works. The choices are:

1. Inner London, i.e. London Boroughs: Camden, Hackney, Hammersmith & Fulham, Islington, Kensington & Chelsea, Lambeth, Lewisham, Southwark, Tower Hamlets, Wandsworth, City of Westminster
2. Outer London, i.e. within M25 (excluding Inner London)
3. Premium Areas, i.e. any areas in the country excluding inner and outer London where the Company expects to pay a premium over the rest of the UK
4. Rest of UK

### 1.4 Sector

Please indicate the appropriate sector for the job holder. The choices are:

1. Food
2. Non-food

### 15. Weekly Hours

Please give the contractual weekly hours worked by the job holder/s.

# Retail Salary Survey

## Area Management

01.41

**Area Manager**

**Alternative Title/s**

Territory Manager

### **Job Notes**

To manage store managers in a designated area of the country.

- To lead store teams in order to deliver profitable sales growth
- To be responsible for ensuring consistent standards within stores in area
- To liaise with buying and merchandising management on selling lines, local product selection, etc.
- To encourage sharing of best practice, to challenge and improve working practices
- To plan, resource and influence cost effective staffing structures

### **Education & Experience**

Graduate level or equivalent in a relevant business discipline

A job holder would typically have had at least 5 years' retail experience including store management experience

### **Job Factor**

**For each of your job matches give:**

**Turnover:** the turnover of the area for which each job holder is responsible

**Postcode:** the postcode for the work location of the job match

**Note:** *This job is a smaller job than 01.51 Regional Manager and may report to Regional Manager.*

# Retail Salary Survey

## Section 01 – Area Management

01.51

**Regional Manager**

**Alternative Title/s**

Regional Sales Director

### **Job Notes**

To manage store teams in designated region. To develop effective working relationships with senior head office management and with other Regional Managers.

- To deliver profitable sales growth through effecting management of team
- To liaise with senior buying and merchandising management on company sales strategy
- To ensure sharing of best practice; to develop, challenge and improve working practices
- To plan, resource and influence cost effective staffing structures
- To influence management of stock

### **Education & Experience**

Graduate level or equivalent in a relevant business discipline  
Extensive retail experience normally including store management experience

### **Job Factor**

**For each of your job matches give:**

**Turnover:** the turnover of the area for which each job holder is responsible

**Postcode:** the postcode for the work location of the job match

**Note:** *This job is a bigger job than 01.41 Area Manager and may have Area Managers reporting.*

# Retail Salary Survey

## Store Management

**10.01** **Store Manager**

**Reports To** Area Manager

### Responsible For

- The efficient and profitable operation of the store, ensuring that company policies and standards are maintained at the highest level.
- To be responsible for the total store operation with annual sales turnover as shown on the salary data sheets.

### Decision Making

Considerable within company policy.

### Job Factor

**For each of your job matches give:**

**Turnover:** the turnover of the area for which each job holder is responsible

**Postcode:** the postcode for the work location of the job match

---

**10.02** **Assistant/Deputy Manager**

**Reports To** Store Manager

### Responsible For

- Assisting the Store Manager in the day to day supervision of Department Managers and store activities.
- Assisting the Store Manager in the recruitment, training and development of staff (only if this is a commercial role - it does not include, for example, the Personnel Manager).
- The efficient and profitable operation of the store, in accordance with company policies and standards, in the absence of the Store Manager.

### Decision Making

Considerable within company policy when acting for Store Manager.

### Job Factor

**For each of your job matches give:**

**Turnover:** the turnover of the area for which each job holder is responsible

**Postcode:** the postcode for the work location of the job match

# Retail Salary Survey

## Section 10 – Store Management

**10.03** **Department Manager**

**Reports To** Store Manager

### **Responsible For**

- Supervision, direction and control, to ensure the efficient and profitable operation of their department.
- Maximising sales and profits of their department.
- Maintaining the department operation to the standard set by company policy.
- Ensuring that all staff for whom they are responsible are trained to the highest standard and operate to the highest level of efficiency.

### **Decision Making**

Considerable within policy guidelines for their own department.

### **Job Factor**

**For each of your job matches give:**

**Turnover:** the turnover of the area for which each job holder is responsible

**Postcode:** the postcode for the work location of the job match

# Retail Salary Survey

## Section 10 – Store Management

### 10.04 **Store Visual Merchandiser**

**Alternative Title/s** Sales Manager Visual

**Reports To** Store Manager

#### **Responsible For**

- To contribute to store sales by supporting the store team with visual presentation standards
- To plan and implement visuals for windows and interior sites in line with company guidelines
- To implement promotional activities in line with promotional calendar
- May be expected to support new store openings, modernisations and other key projects
- To coach team on visual presentation standards and techniques
- To manage costs within agreed budgets
- Maintain a high level of brand and competitor activity awareness

#### **Education & Experience**

Minimum A level education or equivalent  
Further qualification in visual merchandising or marketing  
Retail experience  
Project management, planning and budgeting skills

#### **Job Factor**

**For each of your job matches give:**

**Turnover:** the turnover of the area for which each job holder is responsible

**Postcode:** the postcode for the work location of the job match



# Retail Salary Survey

## Notes – Sales Assistants & Team Leaders

Use the notes in the following pages to categorise your **Sales Assistants** and **Team Leaders**. The pay data is to be given in average hourly rates and the jobs are categorised by **skill, age, location** and **sector**. These categories are defined below:

### SKILLS/AGE

#### Sales Assistant

There are six levels for **Sales Assistant** – three skill levels and three age levels – as follows:

- 1      **Under 18**  
  
In this category include full-time Sales Assistants who are below 18 years where they are paid differently to the over 18 rates.
- 2      **Age 18-20**  
  
In this category include all full-time Sales Assistants who are aged 18, 19, or 20 where they are paid differently to the 21+ 'Standard' rates.
- 3      **Standard**  
  
This is the rate paid for a full-time sales assistant with standard skills. Where your sales assistants aged below 21 are paid the same as 'Standard' sales assistants, they should be included here.
- 4      **Advanced**  
  
This job category covers full-time Sales Assistants who through training and/or experience have achieved additional skills and where the advanced level is recognised in the pay structure.
- 5      **Specialist**  
  
This is a level of Sales Assistant where particular skills are needed for the position and this is recognised in the pay structure. This is the level of Sales Assistant to match where your job holder has a trade skill, e.g. butcher.

#### Team Leader

Team Leaders are individuals who are responsible for overseeing the work of a number of Sales Assistants. They may deputise for a Department Manager in the event of absence.

There are three skill levels for Team Leader; all following the definitions as above:

**Standard**  
**Advanced**  
**Specialist**

# Retail Salary Survey

## Locations – Sales Assistants, Team Leaders & Delivery Drivers

### LOCATIONS

The locations for Sales Assistants, Team Leaders and Delivery Drivers are as follows:

1. **Inner London**

Defined as London Boroughs: Camden, Hackney, Hammersmith & Fulham, Islington, Kensington & Chelsea, Lambeth, Lewisham, Southwark, Tower Hamlets, Wandsworth, City of Westminster

2. **Outer London**

Defined as within the M25

3. **Premium Area**

This is defined as any area in the country excluding inner and outer London where the Company expects to pay a premium over the rest of the UK. A 'premium area' can be a city/town or a particular outlet, e.g. in an out of town shopping centre.

4. **Rest of UK**

Rest of the UK covers all of the other areas in the UK where the job holder is outside of the M25 and paid the basic Sales Assistant rate, i.e. not in London nor in an area which is paid a premium.

### SECTOR

Please also select which sector is appropriate for the Sales Assistants and Team Leaders

The choices are:

1. Food
2. Non-food

# Retail Salary Survey

## Guide – Sales Assistants, Team Leaders & Delivery Drivers

### Guide to Completing Input Questionnaire

The information is to be given for Sales Assistants, Team Leaders and Delivery Drivers as follows:

1. **Hours per Week**

Give the average contractual hours per week for full-time workers.

2. **Start Rate per Hour**

Give the basic hourly rate paid to a job holder who has just started in the job and is paid below the standard rate for a period of probation/training.

3. **Established Rate per Hour**

Give the basic hourly rate paid to a job holder who is established in the job and is paid the standard rate for the job at that level. This rate is basic rate only, i.e. do not include any bonus, shift, unsocial hours, or other payments. Basic rate includes any payment made for location.

4. **Maximum Rate per Hour**

Give here the maximum rate paid to the job matches, i.e. the highest pay rate which is achievable for sales assistants where more than one pay rate exists. Do not include any bonus, shift, unsocial hours, or other payments. Include any payment made for location.

5. **Time to Reach Established Rate (Months)**

Give the average length of time (in months) taken by these job holders to progress from the start rate per hour to the established rate per hour.

6. **Average Individual Performance Bonus**

Please give the average of any performance related payments made to these job holders where the performance is based on the individual achieving given objectives, e.g. commission, and is not guaranteed. Please express as an hourly rate.

7. **Average Company Bonus**

Please give here the average of any bonus paid to the job holder which is paid as part of a company-wide bonus. This may include company bonus, Christmas bonus, profit share, etc. Company bonus may be variable or fixed. If possible, please express as an hourly rate.

*This information is to be given where relevant for all the skill levels, all the locations and also by sector, i.e. Food and Non-food.*

# Retail Salary Survey

## Sales Assistants & Team Leaders

The job numbers in this section are allocated as follows:

### **75 Sales Assistant/Team Leader – Inner London**

- 75.11 Sales Assistant Under 18
- 75.12 Sales Assistant Age 18-20
- 75.14 Sales Assistant Standard
- 75.15 Sales Assistant Advanced
- 75.16 Sales Assistant Specialist
- 75.17 Team Leader Standard
- 75.18 Team Leader Advanced
- 75.19 Team Leader Specialist

### **75 Sales Assistant/Team Leader – Outer London**

- 75.21 Sales Assistant Under 18
- 75.22 Sales Assistant Age 18-20
- 75.24 Sales Assistant Standard
- 75.25 Sales Assistant Advanced
- 75.26 Sales Assistant Specialist
- 75.27 Team Leader Standard
- 75.28 Team Leader Advanced
- 75.29 Team Leader Specialist

### **75 Sales Assistant/Team Leader – Premium Areas**

- 75.31 Sales Assistant Under 18
- 75.32 Sales Assistant Age 18-20
- 75.34 Sales Assistant Standard
- 75.35 Sales Assistant Advanced
- 75.36 Sales Assistant Specialist
- 75.37 Team Leader Standard
- 75.38 Team Leader Advanced
- 75.39 Team Leader Specialist

### **75 Sales Assistant/Team Leader – Rest of UK**

- 75.41 Sales Assistant Under 18
- 75.42 Sales Assistant Age 18-20
- 75.44 Sales Assistant Standard
- 75.45 Sales Assistant Advanced
- 75.46 Sales Assistant Specialist
- 75.47 Team Leader Standard
- 75.48 Team Leader Advanced
- 75.49 Team Leader Specialist

# Retail Salary Survey

## Delivery Drivers

The job numbers in this section are allocated as follows:

### **Delivery Driver**

Delivery drivers of company vehicles up to 3.5 tonnes. Drivers will generally be delivering to customers, following scheduled routes, contacting customers regarding deliveries following company procedures, keeping the vehicle clean and tidy and ready for use. Drivers may assist with picking products and fulfilling online orders.

80.11	Delivery Driver – Inner London
80.21	Delivery Driver – Outer London
80.41	Delivery Driver – Rest of UK