

RETAIL

Career Ladder

LEARN ABOUT THE RETAIL CAREER PATH

Dive into the data and learn what it takes to move up the Retail Sales career ladder!

Each career level contains information about hourly wages, job descriptions, main job duties, examples of job titles, general skills, and links to educational courses or training opportunities.

If you have further questions about local labour market information, email helpdesk@wdb.ca or visit wdb.ca.

MEDIAN HOURLY WAGE
VARIES

**ENTREPRENEUR /
BUSINESS OWNER**

\$38.07

**RETAIL & WHOLESALE
TRADE MANAGER**

\$24.19

**VISUAL
MERCHANDISER**

\$22.98

**RETAIL & WHOLESALE
BUYER**

\$18.71

**RETAIL SALES
SUPERVISOR**

\$15.09

**RETAIL
SALESPERSON**

RETAIL SALESPERSON

\$ HOURLY WAGES **➔** **LOW \$15.00** **MEDIAN \$15.09** **HIGH \$17.61**

WHAT YOU DO:

Sell, rent or lease a range of goods and services directly to consumers.

SKILLS **PROBLEM SOLVING ORGANIZATION**

CUSTOMER SERVICE POINT OF SALE

DIGITAL LITERACY RETAIL MATH

EDUCATION & TRAINING



SECONDARY SCHOOL

Specialist High Skills Major (SHSM) – Hospitality and Tourism

- [Kawartha Pine Ridge District School Board](#)
- [Trillium Lakelands District School Board](#)
- [Peterborough Victoria Northumberland and Clarington Catholic District School Board](#)

SERVICE PROVIDERS

Find your [local employment service provider here](#) or [adult education and training provider here](#) and contact them for current retail training programs such as:

- Point of Sale (POS) and Retail Math Training
- Customer Service Excellence Certification

MAIN JOB DUTIES

- Greet customers, advise on use and care of merchandise, provide advice concerning specialized products or services
- Prepare merchandise for purchase, rental or lease
- Operate computerized inventory record keeping and re-ordering systems
- May conduct sales transactions through internet-based electronic commerce

JOB TITLE EXAMPLES

Clothing Salesperson

Retail Sales Clerk

Automobile Salesperson

FLEMING COLLEGE

Continuing Education

- [Customer Service and Ethics](#)
- [Customer Service: Modern Approach](#)

ONTARIO TOURISM EDUCATION CORPORATION

- [Service Excellence Series](#)

VIEW JOB POSTINGS

RETAIL SALES SUPERVISOR

\$ HOURLY WAGES **➔** **LOW \$15.11** **MEDIAN \$18.71** **HIGH \$23.57**

WHAT YOU DO:

Supervise and coordinate the activities of sales staff and cashiers.

SKILLS **CUSTOMER SERVICE LEADERSHIP**

TEAMWORK PROBLEM SOLVING

TIME MANAGEMENT

EDUCATION & TRAINING



- Prior experience in the retail sector is usually required

SERVICE PROVIDERS

Find your [local employment service provider here](#) or [adult education and training provider here](#) and contact them for current retail training programs such as:

- Leadership Excellence Training

ONTARIO TOURISM EDUCATION CORPORATION

- [Leadership Excellence Series](#)

MAIN JOB DUTIES

- Supervise and coordinate sales staff and cashiers
- Assign workers to duties, prepare work schedules, and maintain specified inventory and order merchandise
- Hire and train or arrange the training of new staff and monitor and report on performance
- Prepare reports regarding sales volume, merchandising and personnel matters

JOB TITLE EXAMPLES

Retail Store Supervisor

Retail Trainer

Key Holder

FLEMING COLLEGE

Continuing Education

- [Leadership in a Team Environment](#)
- [Leading Responsibly - Leadership Development](#)
- [Leading Teams - Leadership Development](#)
- [Performance Management - Leadership Development](#)
- [Managing Change - Leadership Development](#)

VIEW JOB POSTINGS

RETAIL & WHOLESALE BUYER

\$ HOURLY WAGES **➔** **LOW \$19.35** **MEDIAN \$22.98** **HIGH \$27.58**

WHAT YOU DO:

Buy merchandise for resale by retail or wholesale establishments and are usually responsible for the merchandising operations of retail or wholesale establishments.

SKILLS **ATTENTION TO DETAIL**

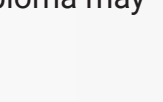
CUSTOMER SERVICE

WORK INDEPENDENTLY

WRITTEN COMMUNICATION

ORGANIZATION

EDUCATION & TRAINING



- Prior experience in the retail sector is usually required
- Completion of a university degree or college diploma may be required

TRENT UNIVERSITY

Continuing Education

- [Business Administration \(B.B.A.\), single major or with specialization](#)

MAIN JOB DUTIES

- Purchase merchandise for resale by retail or wholesale establishments
- Review requirements of establishment and determine quantity and type of merchandise to purchase
- Interview suppliers and negotiate prices, discounts, credit terms and transportation arrangements
- Oversee distribution of merchandise to outlets and maintain adequate stock levels

JOB TITLE EXAMPLES

Food Buyer

Wholesale Buyer

Appliance Buyer

FLEMING COLLEGE

Continuing Education

- [Supply Chain Management Diploma](#)

VIEW JOB POSTINGS

VISUAL MERCHANDISER

\$ HOURLY WAGES **➔** **LOW \$18.18** **MEDIAN \$24.19** **HIGH \$39.09**

WHAT YOU DO:

Plan and develop permanent and temporary exhibits and displays.

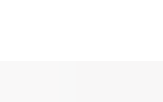
SKILLS **PROBLEM SOLVING PLANNING**

CUSTOMER SERVICE

WORK INDEPENDENTLY

TIME MANAGEMENT

EDUCATION & TRAINING



- Portfolio of work to demonstrate creativity is usually required

MAIN JOB DUTIES

- Conceptualize and produce designs for displays and exhibits for retail establishments

JOB TITLE EXAMPLES

Display Designer

Exhibit Designer

Facilities Designer

FLEMING COLLEGE

Continuing Education

- [Visual and Creative Arts Diploma](#)

VIEW JOB POSTINGS

RETAIL & WHOLESALE TRADE MANAGER

\$ HOURLY WAGES **➔** **LOW \$25.69** **MEDIAN \$38.07** **HIGH \$52.34**

WHAT YOU DO:

Plan, organize, direct, control and evaluate the operations of establishments that sell merchandise or services on a retail or wholesale basis.

SKILLS **CUSTOMER SERVICE LEADERSHIP**

TEAMWORK PLANNING

TIME MANAGEMENT

EDUCATION & TRAINING



- Several years of related retail or wholesale sales experience at increasing levels of responsibilities are usually required
- Completion of a university degree or college diploma may be required

FLEMING COLLEGE

Continuing Education

- [Business Administration Diploma](#)
- [Global Business Management Graduate Certificate](#)

MAIN JOB DUTIES

- Manage staff and duties
- Develop and implement marketing strategies
- Plan budgets, authorize expenditures and monitor revenues
- Evaluate and improve customer service and respond to customer requests and issues
- Address staffing requirements, including the hiring, development and retention of staff

JOB TITLE EXAMPLES

Car Dealership Manager

Clothing Store Manager

Hardware Store Manager

TRENT UNIVERSITY

Continuing Education

- [Business Administration \(B.B.A.\), single major or with specialization](#)

VIEW JOB POSTINGS

ENTREPRENEUR / BUSINESS OWNER

1,450 businesses in WDB region launched annually

WHAT YOU DO:

Organize and operate a business, taking on greater than normal financial risks to do so.

SKILLS **WORK INDEPENDENTLY**

CUSTOMER SERVICE PLANNING

TIME MANAGEMENT ORGANIZATION

EDUCATION & TRAINING



ONTARIO SUMMER COMPANY

Grant for students aged 15 to 29 to start a new summer business

- [Northumberland Summer Company Program](#)
- [Peterborough Summer Company Program](#)
- [Kawartha Lakes Summer Company Program](#)

STARTER COMPANY PLUS

Grant for Canadians 18+ to start a new business or grow a business that has been in operations for fewer than five years

- [Northumberland Starter Company Program](#)
- [Peterborough Starter Company Program](#)
- [Kawartha Lakes Starter Company Program](#)

FLEMING COLLEGE

Continuing Education

- [Business Development for Entrepreneurship and Small Business](#)
- [Fundamentals of Entrepreneurship](#)
- [Entrepreneurship](#)
- [Social Entrepreneurship](#)
- [Small Business Financial Management](#)

MAIN JOB DUTIES

- Creating and managing a business plan, ongoing research and planning, hiring staff, creating policies, and forecasting
- Maintaining business bank accounts, payments processing, taxes and general bookkeeping
- Develop marketing campaigns, manage social media and conduct other marketing activities
- Respond to customer service inquiries, including answer phone calls and emails to build a positive reputation for the business

JOB TITLE EXAMPLES

Small Business Owner

Franchisee

INNOVATION CLUSTER

Supports entrepreneurs in the formation and growth of tech-driven companies

- [Innovation Cluster](#)

COMMUNITY FUTURES

Financing, mentorship and community support for local small businesses

- [Haliburton County Development Corporation](#)
- [Kawartha Lakes CFDC](#)
- [Community Futures Peterborough](#)
- [Northumberland CFDC](#)

TRENT UNIVERSITY

Continuing Education

- [Business Administration \(B.B.A.\), Entrepreneurship Specialization](#)