

RETAIL

Career Ladder

LEARN ABOUT THE RETAIL CAREER PATH

Advance your skills and learn what it takes to move up the Retail Career Ladder!

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

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

RETAIL SALESPERSONS & VISUAL MERCHANDISERS

\$ HOURLY WAGES → LOW **\$15.50** MEDIAN **\$15.50** HIGH **\$17.61**

WHAT YOU DO:

Sell, rent or lease a range of goods and services directly to consumers. Plan, create and implement windows and in-store displays.

SKILLS

- CUSTOMER SERVICE
- PROBLEM SOLVING
- POINT OF SALE
- RETAIL MATH
- DIGITAL LITERACY

EDUCATION & TRAINING RESOURCES

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](#)

FLEMING COLLEGE

Post-Secondary Education

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

OTEC - ONTARIO TOURISM EDUCATION CORPORATION

- [Service Excellence Series](#)

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
- Assist in display of merchandise
- 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
Store Display Designer

SERVICE PROVIDERS

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

- Math and Customer Service Training
- Better Jobs Ontario
- Sector-Focused Career Training
- Youth Job Connection
- Employment Readiness

VIEW JOB POSTS

RETAIL SALES SUPERVISORS

\$ HOURLY WAGES → LOW **\$15.50** MEDIAN **\$18.71** HIGH **\$23.57**

WHAT YOU DO:

Supervise and coordinate the activities of sales staff, store stockers and clerks, and cashiers.

SKILLS

- CUSTOMER SERVICE
- LEADERSHIP
- TEAMWORK
- PROBLEM SOLVING
- TIME MANAGEMENT

EDUCATION & TRAINING RESOURCES

Prior experience in the retail sector is usually required.

FLEMING COLLEGE

Post-Secondary Education

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

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
Food Store Supervisor
Telemarketer Supervisor

SERVICE PROVIDERS

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

- Leadership Excellence Training

OTEC - ONTARIO TOURISM EDUCATION CORPORATION

- [Leadership Excellence Series](#)

VIEW JOB POSTS

RETAIL & WHOLESALE BUYERS

\$ 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
- TEAMWORK
- WORK INDEPENDENTLY
- WRITTEN COMMUNICATION
- ORGANIZATION

EDUCATION & TRAINING RESOURCES

Prior experience in the retail sector is usually required.

Completion of a university degree or college diploma may be required.

TRENT UNIVERSITY

Post-Secondary 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
- Promote and advise community groups, corporations, schools and other organizations about recreation, sports and fitness program and activities
- Oversee distribution of merchandise to outlets and maintain adequate stock levels

JOB TITLE EXAMPLES

Food Buyer
Wholesale Buyer
Appliance Buyer

TRENT UNIVERSITY

Post-Secondary Education

- [Supply Chain Management Diploma](#)

VIEW JOB POSTS

RETAIL & WHOLESALE TRADE MANAGERS

\$ 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 RESOURCES

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.

TRENT UNIVERSITY

Post-Secondary Education

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

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

FLEMING COLLEGE

Post-Secondary Education

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

VIEW JOB POSTS

ENTREPRENEUR / BUSINESS OWNER

Approximately **1,450 new businesses** are launched annually in the WDB Region.

WHAT YOU DO:

Create or purchase an existing business with the objective of organizing and executing business operations.

SKILLS

- WORK INDEPENDENTLY
- CUSTOMER SERVICE
- ORGANIZATION
- TIME MANAGEMENT
- PLANNING

EDUCATION & TRAINING RESOURCES

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](#)

COMMUNITY FUTURES

Financing, mentorship and community support for local small businesses

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

MAIN JOB DUTIES

- Create and manage a business plan, including ongoing research and planning, and time management
- Secure funding, maintain 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
- Recruit and manage employees

JOB TITLE EXAMPLES

Small Business Owner
Franchisee

INNOVATION CLUSTER

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

- [Innovation Cluster](#)

FLEMING COLLEGE

Post-Secondary Education

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

TRENT UNIVERSITY

Post-Secondary Education

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