

# 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](mailto:helpdesk@wdb.ca) or visit [wdb.ca](http://wdb.ca).

MEDIAN  
HOURLY WAGE  
**VARIES**

**ENTREPRENEUR /  
BUSINESS OWNER**

**\$38.07**

**RETAIL & WHOLESALE  
TRADE MANAGERS**

**\$25.03**

**RETAIL & WHOLESALE BUYERS**

**\$19.33**

**RETAIL SALES SUPERVISORS**

**\$16.55**

**RETAIL SALESPERSONS &  
VISUAL MERCHANDISERS**



**HOURLY  
WAGES**



**LOW**

**\$16.55**

**MEDIAN**

**\$16.55**

**HIGH**

**\$19.07**

### 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

- [Building and Maintaining Customer Relations](#)
- [Client/Customer Relations](#)

#### 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:

- Occupational-specific training, career planning, job search, resume writing, or government-funded programs
- Upgrading and skills development including grade 12 support, customer service, money math, computers, and more

**VIEW JOB POSTS**

### RETAIL SALES SUPERVISORS



**HOURLY  
WAGES**



**LOW**

**\$16.55**

**MEDIAN**

**\$19.33**

**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 Development](#)
- [Leadership in a Team Environment](#)

**VIEW JOB POSTS**

### RETAIL & WHOLESALE BUYERS



**HOURLY  
WAGES**



**LOW**

**\$19.35**

**MEDIAN**

**\$25.03**

**HIGH**

**\$31.83**

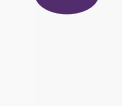
### WHAT YOU DO:

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 \(B.B.A.\)](#)

**VIEW JOB POSTS**

### RETAIL & WHOLESALE TRADE MANAGERS



**HOURLY  
WAGES**



**LOW**

**\$25.69**

**MEDIAN**

**\$38.07**

**HIGH**

**\$52.49**

### 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 \(B.B.A.\)](#)

**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 Case Development](#)
- [Fundamentals of Entrepreneurship](#)
- [Entrepreneurship](#)
- [Small Business Financial Management](#)

#### TRENT UNIVERSITY

Post-Secondary Education

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