BE MORE

Considering a Career in

Retail

Bringing products to people



LIVERPOOL CITY REGION COMBINED AUTHORITY
METRO MAYOR LIVERPOOL CITY REGION
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Retail

Contents

3 What is Retail?

4 **Stats & Facts:** Did you know?

6 What are the career pathways & job roles?

8 **Retail:** Job Roles

10 **Getting Into:** Retail

11 Test Your Knowledge





What is Retail

Retail provides us with the goods we want and need in our lives. Behind every purchase, there's a network of dedicated and skilled retail professionals focussed on supplying products to end users.



With advances in technology, the way we shop is continually evolving, and the retail industry is developing new and exciting career opportunities.

From independent shops to nationwide superstores, the Liverpool City Region is a thriving centre for retail, hosting the headquarters and major operations hubs of household names such as B&M, Amazon, and Matalan. We're also home to Liverpool ONE, the UK's largest outdoor shopping destination. This means you're in one of the best places to launch a career in the sector.

And you're not limited to the shop floor: if you prefer the idea of working behind the scenes, there are many fulfilling career pathways linked to retail, including logistics, warehousing, design, and business strategy. You could grow a career serving customers, shaping digital marketing strategies, or planning organisational growth. With AI now playing a central role in shaping the customer experience, retail offers anyone with digital know-how alongside people skills a choice of rewarding career pathways with excellent opportunities for promotion.

Stats & Facts

Did you know?



Retail in Liverpool City Region: Stats & Facts

- Approximately 56,100 people are employed in sales and associated customer service roles across the Liverpool City Region, making retail one of the largest private-sector driven industries in the North West.
- The Liverpool City Region serves as the base for several nationwide retail giants, with Home Bargains headquartered in Croxteth, B&M based in Speke, and Matalan's national headquarters at Knowsley Industrial Park.
- Online retailers have a significant presence in the Liverpool City Region employment sector. Amazon operates an approximately 850,000-square-foot fulfilment centre in Knowsley, processing millions of customer orders each year, whilst online retailer giant Very.co.uk has its headquarters in Speke.
- Liverpool has fewer empty shops than the national average, indicating stronger demand for retail space than in other regions.
- Runcorn Shopping City is one of the largest shopping centres in the region, hosting over 60 retailers and attracting approximately 6.5 million visitors per year.

Retail in action in the Liverpool City Region

- A £69.7 million transformation of St Helens town centre is underway, set to include the construction of a new market hall and the creation of 4,266 square feet of modern retail space. This is expected to generate nearly 500 new jobs.
- Sefton Council is using a £7m investment to transform The Strand Shopping Centre in Bootle, demolishing older sections to create a new events hub and converting the former M&S building into niche retail and community spaces.
- Birkenhead Market is being relocated to new premises in the heart of the town centre, keeping the market's community spirit alive and helping deliver local area regeneration efforts.
- The Fabric District, once the historic heart of Liverpool's textile trade, is undergoing a 2026 "urban renaissance", as it becomes repopulated by independent makers and quirky businesses. It has been named by the Times as "one of the best places to invest" in the UK.

Hospitality: Good to know



What kinds of businesses and organisations are included within the retail sector?

Retail can refer to physical shops, shopping centres, local markets, online stores, supermarkets, and any place where products are sold to customers. It also involves crucial behind-the-scenes work, such as warehousing and logistics, that ensures products are delivered to retailers.

Retail /noun/

The activity of selling goods to the public, usually in shops. **(Cambridge Dictionary)**.







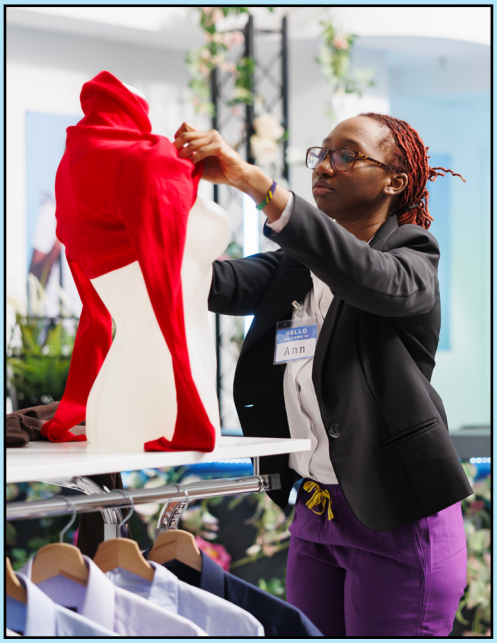
What are the Career Pathways & Job Roles?

Retail career pathways



In an entry-level job, such as a sales assistant or shop floor team member, you'll work as part of a team to assist customers, restock products, and process transactions, delivering high-quality customer service and maintaining store standards.

In the online environment, you might offer customer assistance by responding to chats and emails, or, as an e-commerce assistant, you might keep websites updated with product photos and details.



As you progress in your career, a mid-level role could see you supervising small teams within a shop or managing store operations. You could also develop skills in a specialised area, such as visual merchandising. Online mid-level roles include e-commerce executive, managing promotional campaigns, and customer retention executive.

Experienced individuals who have developed strong management or specialist skills can progress to higher-level roles, such as senior management positions or supply chain leadership roles. This could see you shaping business strategies on an organisational level or managing larger teams.

Liverpool ONE is the UK's largest open-air shopping destination, attracting over

22 million customers per year



Retail

Job Roles

There are hundreds of different job roles in retail.
Here's just a sample:

Position	Role & tasks	Salary
Sales manager	Hires and trains retail staff, plans business strategy, monitors performance of team members and provides constructive feedback, maintains an up-to-date knowledge of market trends and industry developments, handles sales data and presents to senior managers.	Up to **£70,000**
Sales representative	Sells products and services to individuals and businesses, delivers promotional presentations to potential customers, maintains an up-to-date knowledge of market trends, attends conferences and product launches.	Up to **£50,000**
Sales assistant	Serves customers in store, keeps track of and maintains stock levels, prices products, and provides customer assistance.	Up to **£27,000**
Visual merchandiser	Plans and creates engaging visual displays in shops, uses design software to develop floor plans, sources suppliers for materials, and supports new store openings.	Up to **£31,000**
Retail buyer	Researches and sources products for shops to sell, attends trade fairs, analyses sales data and customer feedback, monitors competitor activities and performance.	Up to **£50,000**
Supply chain manager	Organises the transportation of products from suppliers to customers, negotiates contracts with manufacturers, develops strategies to improve supply chains, keeps track of performance data, ensures retailers receive products on time.	Up to **£50,000**



Earn up to £70,000 per year

Position	Role & tasks	Salary
Store detective	Works to prevent shoplifting, monitors CCTV and takes appropriate action against perpetrators, provides sufficient and accurate information to the police, physically prevents shoplifters from leaving the shop with stolen goods, attends court cases and gives evidence.	Up to **£32,000**
E-commerce manager	Devises strategies to increase retailers' online presence and boost sales, analyses website performance data, is responsible for managing budgets and keeping up to date with trends, and collaborates with marketing teams.	Up to **£60,000**
Stock control assistant	Monitors stock levels and ensures they align with customer demand, maintains an up-to-date digital database, ensures orders are dispatched on time, handles customer queries.	Up to **£30,000**
Consumer scientist	Researches why customers buy certain products, writes reports, recruits focus groups, develops tests to ensure products meet quality standards, provides retailers with advice.	Up to **£50,000**

Retail Career Pathways
Find out more about retail career pathways by scanning the **QR code**.



Getting into Retail

At entry-level

You can train for an entry-level role in retail through a college course, such as a Level 2 Certificate or Diploma in Business, or a T-Level in Management and Administration. If you prefer to learn while you earn and develop skills on the job, you can apply for a Level 2 (Retailer) or Level 3 (Retail Team Leader) apprenticeship. Excellent apprenticeship schemes are available in nationwide retailers such as Aldi, John Lewis, and M&S.

At mid-level

For mid-level technical or specialised positions such as department manager, visual merchandiser, or assistant buyer, you might consider a Higher Technical Qualification (HTQ) or a Foundation Degree in an area such as Business and Management or Digital Marketing. Alternatively, you can undertake a Level 4 or 5 Apprenticeship (Retail Manager).

At senior level

More complex roles that involve high-level strategy, such as retail operations managers, senior buyers, or supply chain specialists, usually require a university degree in a highly relevant subject or a degree apprenticeship in business management, logistics, or retail leadership. These courses offer advanced expertise, combining practical skills with theoretical knowledge and research.

Subjects to study at school & beyond

- Business studies
- Maths
- English
- Media studies
- ICT/AI
- Economics

Core skills and knowledge to build

- Customer service
- Attention to detail
- Teamwork
- Communication
- Project management
- Time keeping
- Task prioritisation
- Creativity

Retail Apprenticeships
Search for retail apprenticeships by scanning the **QR code**.

Retail Courses
Search for retail courses by scanning the **QR code**.

Test Your Knowledge



(Answers on back page)

Q1. What types of businesses fall within the retail sector?

A. Physical shops and shopping centres only
B. Online stores, local markets, and supermarkets
C. Warehousing and logistics only
D. Anywhere where products are sold to customers, including physical and online stores

Q2. Approximately how many people are employed in sales and customer service roles across the Liverpool City Region?

A. 15,000
B. 32,400
C. 56,100
D. 85,000

Q3. Liverpool has more empty shops than the national average, which means there's low demand for retail space. True or false?

Q4. Which retail giant is headquartered at Knowsley Industrial Park?

A. Home Bargains
B. Matalan
C. B&M
D. Very.co.uk

Q5. What is one key responsibility of a visual merchandiser?

A. Negotiating contracts with manufacturers
B. Planning and creating engaging visual displays in shops
C. Hiring and training retail staff
D. Physically preventing shoplifters from leaving the store

Q6. Which type of role would most likely be responsible for researching why customers buy certain products and recruiting focus groups?

A. Sales assistant
B. Stock control assistant
C. Consumer scientist
D. Store detective

Q7. The Fabric District in Liverpool is undergoing an "urban renaissance" in 2026 and was named by The Times as one of the best places to invest in the UK. True or false?

Q8. Name two subjects that could help prepare someone for a career in retail. Q6.

Q9. Where is B&M's national headquarters located?

A. Speke
B. Croxteth
C. Knowsley
D. Bootle

Q10. Which role is responsible for preventing shoplifting and monitoring CCTV?

A. Retail buyer
B. E-commerce manager
C. Store detective
D. Sales representative

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Quiz Answers

Q1. D
Q2. C
Q3. False (Liverpool actually has fewer empty shops than the national average.)
Q4. B
Q5. B
Q6. C
Q7. True
Q8. Business studies, Maths, English, Media Studies, ICT/Computing, or Economics.
Q9. A
Q10. C

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