

RETAIL TEAM LEADER APPRENTICESHIP STANDARD

Standard Code ST0326
Course Level 3
Work based
Funding Level £4000
Duration 15mths including EPA

Course Description

Retail team leaders are a critical support to managers, delivering exceptional customer service and a positive experience to customers, and may have to deputise for managers in their absence. The role is dynamic and in one day can involve a variety of different functions. Most significantly retail team leaders guide and coordinate the work of the team to complete tasks, identify and explore opportunities that drive sales, ensuring team members maintain business standards in relation to merchandising, service and promotional activities, in line with procedures. Retail team leaders gain the most of their team on a day to day basis, ensuring they are fully trained and work effectively and to the best of their ability.

Off the Job Training

A key requirement of an Apprenticeship is Off-the-job training. This must make up at least 20% of the apprentice's contracted hours, over the total duration of the apprentice's planned training period. Off-the-job training must be directly relevant to the apprenticeship standard and must take place within the apprentice's normal working hours.

The new learning must be documented and reflected on through the Learner Journal on their e-portfolio.

Entry Requirements

The Apprentice will need to be in a relevant role and show a willingness to undertake the knowledge, skills and behaviours required. They will also need to have Level 2 Maths and English (GCSE at Grade 4/C or above or equivalent) or be prepared to attend a block study

period for Maths and English if this is required. The apprentice will need to have complete a DBS check in line with local and organisational safer recruitment guidelines.

Apprentices may be required to attend an interview and undertake relevant skills assessments.

Once they have been accepted on to the programme all apprentices will be required to attend a Lincoln College Induction. Apprentices will require access to a tablet/computer to access their e-portfolio.

Knowledge, Skills and Behaviours

Customer

Knowledge: Understand the customer profile of the business, their purchasing habits across a retail calendar year and how to meet and exceed their needs. Know the best ways to drive the team to increase sales, secure customer loyalty and attain business targets.

Skills: Monitor customers' enquiries and service requirements; coach and support team members to use appropriate methods e.g. face to face or remote such as on-line facilities, to deliver consistent and exceptional service that provides customers with a positive experience.

Behaviour: Act as a role model to champion excellent customer service by always looking to improve customers' experience through a welcoming and professional approach which builds strong customer relationships.

Business

Knowledge: Understand the purpose of the business including its vision, objectives and brand / business standards, how they compare to its competitors and how own role, and the team, help to achieve them.

Skills: Work with the team to maintain brand / business standards at all times and identify and address any potential risks according to business procedure.

Behaviours: Demonstrate personal responsibility for meeting the objectives of the team and the business.

Financial

Knowledge: Understand how own actions and those of the team can contribute to the overall financial performance of the business by increasing sales e.g. through product positioning, and minimising costs through effective stock control and prevention of theft.

Skills: Support the achievement of financial targets by planning and monitoring resources. Use resources effectively and efficiently to meet expected demand. Oversee the areas that impact on financial performance in own area of the business in line with business procedures.

Behaviours: Support the achievement of financial targets by planning and monitoring resources. Use resources effectively and efficiently to meet expected demand. Oversee the areas that impact on financial performance in own area of the business in line with business procedures.

Leadership

Knowledge: Understand how to organise the team on a daily basis to achieve objectives, and recognise the importance of contingency planning to meet business requirements; know limits of authority when deputising for line manager.

Skills: Use available information to coordinate the work of the team so that the right people and resources are in the right place at the right time to ensure consistent brand/business standards are delivered. Deputise for line manager within limits of own authority.

Behaviours: Display decisive thinking when making decisions that are in the best interest of the business. Use sound judgement; take prompt action in the case of problems relating to resources.

Marketing

Knowledge: Understand how the brand/business is positioned externally, particularly in relation to local and online competitors and how its products/services meet consumer trends. Understand how own actions, and those of the team can impact on customers' perception of the brand/business.

Skills: Support the team to ensure they understand and engage in the marketing activities and plans of the business and help ensure that customers have the best possible experience.

Behaviours: Proactively seek to understand local consumer trends, competitors' offers and promotions, and customer needs and expectations, report to manager, seek feedback and take action in area of responsibility.

Communication

Knowledge: Understand how to support effective communication, quickly determining the situation and needs of individuals and how to respond in the most appropriate way using a variety of techniques and methods, for example face to face and/or remotely to include on-line.

Skills: Adapt style of communication according to the audience, monitor the effectiveness of and encourage excellent communications across all operations that achieve the best result for the business including verbal, written and on-line communications.

Behaviours: Demonstrate positive verbal and body language using concise and clear methods of communication, taking on board other peoples' points of view and responding in a way that is considerate to the audience.

Sales and Promotion

Knowledge: Understand the factors which can determine and affect sales and promotions throughout the retail year and how to coordinate and implement them to support business objectives.

Skills: Communicate sales targets to the team and support them, recognising and acting on opportunities to maximise revenue, for example through link selling and drawing customers' attention to promotional offers.

Behaviours: Proactive in looking for cost effective sales opportunities and ways to enhance revenue.

Product and Service

Knowledge: Know and promote the features and benefits of products/services, their unique selling points, the skills required to sell them, where items fit into product ranges, associated products and services, where to find detailed information if required and other relevant information such as delivery lead time, accessibility and source.

Skills: Maximise opportunities to increase sales by ensuring team know and understand the features, benefits, unique selling points and other relevant information relating to products, product ranges and services offered by the business.

Behaviours: Promote all products and services confidently, demonstrating excellent knowledge and understanding of them.

Merchandising

Knowledge: Know methods of merchandising throughout the retail operation, including point of sale, the retail calendar and local needs e.g. geographical, topical or weather based.

Skills: Ensure team replenish and maintain merchandising according to business requirements, the retail calendar and local needs e.g. geographical, topical or weather based.

Behaviours: Communicate and encourage the merchandising principles, standards and commerciality to the team.

Stock

Knowledge: Understand the principles of stock control from sourcing to sale / supply. Understand the management of stock levels, security, restrictions (e.g. age restricted products), wastage and effective systems for recording them.

Skills: Ensure team complies with stock procedures to minimise stock damage or loss, maximise income and comply with legal requirements; and take appropriate action to sell stock that is near the end of its product, promotional or shelf life.

Behaviours: Take a proactive approach and lead the team to effective stock management, ensuring stock is accessible and available in line with quality requirements, where and when needed.

Technology

Knowledge: Understand how current and emerging technologies support retail operations and sales whether customer facing or remote, and how best to operate them to achieve an efficient and effective service.

Skills: Oversee the appropriate use of technology in line with business policy and follow the appropriate procedures to deal with service issues.

Behaviours: Is an advocate for the effective and efficient use of technology.

Develop Self and Others

Knowledge: Understand the knowledge, skills and behaviours required of self and others to develop a high performing team in the business. Understand team dynamics and the importance of enabling team members to appreciate their role in the wider organisation and in meeting business objectives.

Skills: Plan, organise, prioritise and oversee own and team members' activities, supporting their induction, training, development and coaching, and delegating tasks fairly and appropriately to meet business objectives.

Behaviours: Take responsibility for own performance, learning and development. Develop positive relationships with team members, embracing new and better ways of working.

Team Performance

Knowledge: Know how to identify and develop excellent team performance. Understand how the performance of the team contributes to the overall success of the business.

Skills: Lead the team on a daily basis, setting targets and reviewing progress against them. Motivate team members, provide coaching and on job training. Identify conflict within the team and work to resolve this with support from others.

Behaviours: Positively and confidently challenge poor performance and reward excellent performance in line with business procedures.

Legal and Governance

Knowledge: Understand the importance of business compliance to legal requirements and supporting the team to operate in line with business policy and procedures.

Skills: Ensure self and team always comply with legal requirements, respond quickly to identified risks and ensure they are dealt with in line with business procedures and reported to the appropriate member(s) of the management team.

Behaviours: Be responsible, advocate and adhere to the importance of working legally in the best interests of all people.

Diversity

Knowledge: Understand how to work with and support people from a wide range of backgrounds and cultures and the business policy on diversity.

Skills: Ensure team members are aware of and follow business policies relating to diversity. Make reasonable adjustments as required for customers or team members.

Behaviours: Operate in an empathic, fair and professional manner with all individuals regardless of background.

Assessment

Assessment is done through a combination of practical tasks, written assignments, oral discussions and online tests throughout the programme. To ensure that we can support you to meet these, we will complete an in-depth initial skills analysis to ensure that we can tailor our delivery to meet these unique requirements. We will then use the most relevant delivery methods to support your learners which include:

- One to one coaching from a dedicated, professional assessor/instructor allocated to the learner for the duration of the programme.
- Work based assignments and projects to be completed in an e-portfolio. Case studies and in College course days as and when required for each learner.
- Job shadowing and mentoring.
- Review of progress every 4 – 10 weeks.
- Employer led in house training.
- Independent learning and research as directed by the assessor/instructor.

End Point Assessment

There will be an End Point Assessment (EPA) as the final stage of an Apprenticeship. The apprentice will be assessed to the apprenticeship standard using three complementary assessment methods. The assessment is synoptic, i.e. takes a view of the overall performance of the apprentice in their job. The assessment activities will be completed in the following order:

On demand test: 60 minutes on demand multiple choice test Scenario based questions, usually taken on screen Externally set and marked automatically by the assessment organisation Undertaken either on the employer's premises or off site.

Retail business project: A project requiring the apprentice to look at an immediate opportunity, problem, challenge or idea within their retail environment. This could be a project to identify a potential cost saving for the business through improving efficiency,

reducing waste or finding alternative ways of working to achieve business objectives and should include a research proposal, identify measurable improvements and make recommendations for implementation.

Professional discussion: 1 hour structured meeting Led by the independent end assessor, involving the apprentice and employer (e.g. line manager) Focusing on how they have performed during the apprenticeship and their overall achievement of the knowledge, skills and behaviours in the standard.

Progression

Progression from this apprenticeship could be into a junior retail management position.

Fees

As an Apprentice, you will pay no course fees. However, your employer may have to pay towards your training as well as providing you with a wage. All Apprentices must receive a minimum wage of £4.30 per hour within their first year of training from their employer, although they can, and often do, pay more. In the second and subsequent years of an Apprenticeship programme, the national minimum wage for your age would apply.

If you are an employer and want to find out more information regarding employer contributions and any further costs related to the Apprenticeship programme, please contact our dedicated Apprenticeship team at employers@lincolncollege.ac.uk

Business Benefits

Employers have designed the Apprenticeship Standards to meet the needs of the sector and industry. Ensuring they include:

- Relevant Knowledge, skills and behaviours ensure that the Standard is relevant to the occupation.
- Widening participation Apprenticeship standards provide opportunities to employees that may not previously have been available.
- Development tools A cost effective way to train your employees to undertake specific roles in your business.
- Return on Investment On average, an apprentice who has completed their course will increase business productivity by £214 per week (CEBR, 2015).