

# Apprenticeship summary

## Overview of the role

Helping customers buy products or services from retail organisations such as department stores, garden centres, high street chains, supermarkets and online and mail order businesses.

## Occupation summary

This occupation is found in organisations of all sizes within the retail and tourism sector such as food, fashion, furniture, and automotive. Retail outlets range from traditional high street shops to larger organisations such as supermarkets and department stores. It is found in multi-national employers, small independent employers, and employers who trade through a variety of channels for example face to face, telephone, on-line and mail order retail.

The broad purpose of the occupation is to advise on and sell products and services in a customer-centric retail environment. This includes creating an accessible and well-presented environment. Retailers provide information and advice to customers regarding stock, products, different ways customers can shop and various payment methods.

Retailers work flexible hours and shifts such as evenings, nights, and weekends. Face to face or instore roles may involve moving and replenishing stock, using relevant equipment such as pallet truck, steps, and trolley.

In their daily work, an employee in this occupation interacts with internal stakeholders such as members of their own team, other departments, and senior management. They also interact with external stakeholders such as customers, delivery drivers and compliance officers.

An employee in this occupation will be responsible for maintaining business standards; ensuring stock is presented, replenished and available for the customer to purchase. Retailers will contribute towards the commerciality of the business by achieving targets, including sales and customer service, and following stock control in line with business objectives. They need to know the services they are selling to be able to build customer confidence in their business.

Retailers work to meet or exceed customer expectations and experience and will identify specific needs of individual customers. They will respond to customer enquiries complying with both business and legal requirements. They will have a knowledge of sustainability in relation to products such as dealing with excess packaging, waste and product sourcing.

Retailers who work within smaller retail sites may have additional responsibilities such as where the stock is placed in store and planning the order of tasks. Retailers may be responsible for supporting the development of new colleagues through buddying or 1 to 1 coaching. Retailers typically work as part of a wider team, depending on the size of the organisation, reporting to a line manager or small shop owner.

## Typical job titles include:

**Counter assistant Customer team member General assistant Retail assistant Retail sales advisor Retailer Sales assistant**

## Duties

- **Duty 1** Undertake daily procedures such as setting up and clearing displays, switching equipment on or off to start or end a shift, ensuring the working environment meets business and legal requirements.
- **Duty 2** Process sales, exchanges, and refunds in line with business policy, offer information and identify customer requirements.
- **Duty 3** Provide product and service information in compliance with business and legal requirements.
- **Duty 4** Respond to and support with enquiries and complaints, resolving where possible, reporting outcomes, or escalating where required.
- **Duty 5** Contribute to the health and safety of colleagues, customers, and the working environment by removing hazards or reporting incidents.
- **Duty 6** Maintain stock availability, reporting any price discrepancies and support the fulfilment of purchases using the appropriate systems and procedures.
- **Duty 7** Contribute to promotional activities to support the success of the business such as changing promotions, displays, seasonality and product launch activities.
- **Duty 8** Use IT, technology, and digital solutions to assist with customer enquiries, purchasing activities and processing sales.
- **Duty 9** Contribute to team development activities, and business objectives.
- **Duty 10** Contribute to reducing waste and improving sustainability in line with business objectives.
- **Duty 11** Contribute to minimising stock loss by following business procedures.

## Apprenticeship summary

### ST0327, retailer level 2

This is a summary of the key things that you – the apprentice and your employer need to know about your end-point assessment (EPA). You and your employer should read the EPA plan for the full details. It has information on assessment method requirements, roles and responsibilities, and re-sits and re-takes.

### What is an end-point assessment and why it happens

An EPA is an assessment at the end of your apprenticeship. It will assess you against the knowledge, skills, and behaviours (KSBs) in the occupational standard. Your training will

cover the KSBs. The EPA is your opportunity to show an independent assessor how well you can carry out the occupation you have been trained for.

Your employer will choose an end-point assessment organisation (EPAO) to deliver the EPA. Your employer and training provider should tell you what to expect and how to prepare for your EPA.

The length of the training for this apprenticeship is typically 14 months. The EPA period is typically 3 months.

The overall grades available for this apprenticeship are:

- fail
- pass
- distinction

When you pass the EPA, you will be awarded your apprenticeship certificate.

## **EPA gateway**

The EPA gateway is when the EPAO checks and confirms that you have met any requirements required before you start the EPA. You will only enter the gateway when your employer says you are ready.

The gateway requirements for your EPA are:

- achieved English and mathematics qualifications in line with the apprenticeship funding rules
- for the interview underpinned by portfolio, you must submit a portfolio of evidence

## **Assessment methods**

### **Observation with questions**

You will be observed by an independent assessor completing your work. It will last at least 2 hours. They will ask you at least 5 questions.

### **Interview underpinned by a portfolio of evidence**

You will have an interview with an independent assessor. It will last at least 60 minutes. They will ask you at least 6 questions. The questions will be about certain aspects of your occupation. You need to compile a portfolio of evidence before the EPA gateway. You can use it to help answer the questions.

The EPAO will confirm where and when each assessment method will take place.

## **Who to contact for help or more information**

You should speak to your employer if you have a query that relates to your job.

You should speak to your training provider if you have any questions about your training or EPA before it starts.

You should receive detailed information and support from the EPAO before the EPA starts. You should speak to them if you have any questions about your EPA once it has started.

## **Reasonable adjustments**

If you have a disability, a physical or mental health condition or other special considerations, you may be able to have a reasonable adjustment that takes this into account. You should speak to your employer, training provider and EPAO and ask them what support you can get. The EPAO will decide if an adjustment is appropriate.

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