

# Retail Managers

A guide for newcomers to British Columbia



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## 1. Working as a Retail Manager

**[NOC 2021: 60020/ NOC 2016: 0621]**

### ***Job Description***

Retail managers are responsible for the day-to-day running of stores or departments.

As a retail manager, you perform the following duties:

- manage staff
- study market research and trends to find out about consumer demand and your competition
- study your clientele in order to understand what merchandise sells best
- set price and credit policies
- buy merchandise to sell
- develop and undertake marketing strategies
- plan budgets
- settle customer complaints
- decide staffing needs and hire staff

Source: WorkBC Career Profiles <https://www.workbc.ca/plan-career/explore-careers>

### ***Industry Overview***

The retail and wholesale trade is the largest employer in BC. Retail managers are among the high demand occupations in the province, with more than 21,810 job openings forecast to 2032.

The retail trade includes everything from small corner stores to large department stores.

## **Job Outlook in BC**

### **Retail and Wholesale Trade Managers**



Chart from WorkBC

WorkBC provides job openings in BC from 2022-2032:

<b>Region</b>	<b>Employment in 2022</b>	<b>Average Annual Employment Growth</b>	<b>Expected Number of Job Openings</b>
Vancouver Island	8,200	1.4%	3,680
Lower Mainland /Southwest	33,350	1.5%	13,830
Thompson-Okanagan	5,630	1.6%	2,740
Kootenay	1,960	0.6%	690
Cariboo	1,600	0.2%	410
North Coast & Nechako	830	0.8%	260
Northeast	870	0.1%	200

You can learn more about working as a retail manager in BC from:

- **WorkBC Career Profile for Retail & Wholesale Trade Managers**  
<https://www.workbc.ca/career-profiles/retail-and-wholesale-trade-managers>
- **Career Cruising**  
<https://www.vpl.ca/digital-library/career-cruising/> [profile for Retail Salesperson]  
Available from the VPL Digital Library

### ***Types of Employers***

Retail managers are employed in a wide variety of establishments, including:

- small, medium and large retail stores
- businesses selling anything from clothing to vehicles to household products, and more

Some retailers sell their products online, and do not have a store-front outlet.

You may also be self-employed and own and operate your own store.

### ***Salary***

The median annual salary for retail managers in BC is \$62,151. Your earnings vary according to your experience, location, and type of employer. For example, large department stores may pay more than small independent stores.

Some stores also pay a commission, so in addition to a salary, you may get a percentage of each item sold.

Sources: WorkBC & Career Cruising

In BC regions you can expect to make:

Community/Area	Low (\$/hour)	Median (\$/hour)	High (\$/hour)
<a href="#">British Columbia</a>	18.00	31.25	64.90
<a href="#">Cariboo Region</a>	18.00	31.25	64.90
<a href="#">Kootenay Region</a>	18.00	31.25	64.90
<a href="#">Lower Mainland–Southwest Region</a>	18.00	30.00	64.90
<a href="#">Nechako Region</a>	18.00	31.25	64.90
<a href="#">North Coast Region</a>	18.00	31.25	64.90
<a href="#">Northeast Region</a>	N/A	N/A	N/A
<a href="#">Thompson–Okanagan Region</a>	18.00	31.25	67.31
<a href="#">Vancouver Island and Coast Region</a>	18.00	31.25	64.90

Source: Job Bank Wages <https://www.jobbank.gc.ca/trend-analysis/search-wages>

## **2. Skills, Education and Experience**

### ***Skills***

- excellent customer service skills
- strong problem-solving and organizational skills
- ability to make decisions
- ability to motivate and lead staff
- ability to work under pressure
- good written and oral communication skills
- good math skills, basic accounting and/or bookkeeping skills
- good personal grooming

### ***Education and Experience***

To work as a retail trade manager you usually require:

- completion of secondary school
- previous work experience in the retail industry

## **Qualifications**

***This occupation is not regulated in British Columbia.***

There are no formal requirements to work as a retail manager. However, helpful qualifications include:

- a university degree or college diploma in business administration or a related field, or courses in business & social sciences
- several years of related retail sales experience at increasing levels of responsibility
- strong knowledge of computer systems that manage point of sale, orders, inventory, customer relationships and call centres
- on-site training – in smaller companies this may mean being guided by a supervisor, and in large retail chains being involved in formal training sessions

Source: WorkBC Career Profile

## **3. Finding Jobs**

You'll find job advertisements in local newspapers, trade journals, and electronic sources, as well as through professional associations' publications.

### ***Local Newspapers***

You can look at the *Vancouver Sun* & *The Province* at Vancouver Public Library for free. Check the job postings daily, the careers section in the *Vancouver Sun* on Wednesdays and Saturdays and in *The Province* on Sundays.

## **Online Job Postings**

- **Retail.ca**  
<https://www.retail.ca>
- **go2HR**  
<https://www.go2hr.ca/jobs> [search for 'store manager' or 'retail']
- **Indeed.ca**  
<https://ca.indeed.com>  
Find jobs posted on a multitude of company career sites and job boards

## **Professional Associations' Career Resources**

- **Retail Council of Canada Job Connect**  
<https://www.retailcouncil.org/resources/tools/job-connect/>

## **Identifying the Right Position**

When you browse job advertisements, you'll find a range of different job titles that are relevant.

For retail managers, look for these related job titles (from NOC):

- Area Manager, Retail
- Clothing Store Manager
- Customer Service Manager – Retail
- Department Store Manager
- Merchandise Manager
- Service Manager - Retail
- Store Manager

Source: <https://noc.esdc.gc.ca/>

## **Creating a List of Potential Employers**

You can use directories to produce lists of potential employers in the Lower Mainland or BC. Contact them directly to find out if they're hiring.

- **Directory of Retail Chains in Canada** (shows BC outlets)

Available at the Central Library, C380 D5983

- **Reference Canada**

<https://www.vpl.ca/digital-library/reference-canada>

Click on "Start Search" beside Canadian Businesses, then select the "Advanced Search" button. Select both "Keyword/SIC/NAICS" under Business Type and "City" under Geography. In the top search box enter "retail" and click SEARCH. Select the appropriate headings. Lower down, select the Province, choose the cities, and click the "View Results" button.

Available from the VPL Digital Library

**NOTE:** *You can access this database from a Library computer. If you are using a computer from outside the Library, you will need a Vancouver Public Library card to login to this database. After clicking on the database name, you will be asked to enter your library card number and PIN (usually last four digits of your telephone number).*

## 4. Applying for a Job

In Canada, employers usually expect to receive a resume or curriculum vitae and a cover letter that identifies the position you are applying for and summarizes your relevant experience.

Use the library catalogue, <https://vpl.bibliocommons.com/> to find books on writing resumes and cover letters specific to your industry.

To learn about applying for jobs in Canada, use the following guides which are available in print at the Central Library or online at <https://www.vpl.ca/siic/>.

- **Writing Resumes and Cover Letters**

<https://www.vpl.ca/siic/guide/job-search-resources/writing-resumes-and-cover-letters>

- **Networking for Employment**

<https://www.vpl.ca/siic/guide/job-search-resources/networking-for-employment>



- **Getting Canadian Work Experience**  
<https://www.vpl.ca/siic/guide/job-search-resources/getting-canadian-work-experience>
- **Learn More About Working in BC and Canada**  
<https://www.vpl.ca/siic/guide/job-search-resources/learn-more-about-working-in-bc-and-canada>

## 5. Getting Help from Industry Sources

### ***Industry Associations***

Associations for professionals in the retail industry can provide information and assistance. Registration and fees are required for membership.

- **Retail Council of Canada (RCC)**  
<https://www.retailcouncil.org/>
- **Canadian Professional Sales Association (CPSA)**  
<https://www.cpsa.com/>
- **National Retail Federation [US]**  
<https://nrf.com/>

### ***Industry Journals***

Search the Vancouver Public Library catalogue for journals related to your profession or browse this journal online:

- **Canadian Retailer Magazine** / Retail Council of Canada  
<https://www.retailcouncil.org/category/publications/canadian-retailer/>

***Questions? Please ask the Information Staff in the Central Branch, Vancouver Public Library or telephone 604-331-3603.***

*Please note that the information in this guide is also available online through the Skilled Immigrant InfoCentre website at <https://www.vpl.ca/siic/>.*