



Careers in retailing

The seafood retailing sector is a very traditional craft industry where young, enthusiastic people enter to learn a skilled trade. With over 50 different varieties of fish and shellfish often available at market, all with seasonal variations and very specific handling requirements, fishmongering involves lots of skills. There are great career opportunities available and the options regarding training, qualifications and career progression will depend on the type of business you are working in. Some employers offer in-house training; others encourage the achievement of relevant qualifications.

Fish sales assistant

Job role and responsibility

You will be working as part of a team focused on offering an efficient and helpful service to customers. You will be fully trained and your knowledge of the many different species of fish and shellfish will help you to advise customers on their selection and how to prepare and cook their purchase.

Depending on the type of business you are working in, your job may involve displaying fish, taking payment for purchases (cash, cheque or credit card) and preparing fish for display or to suit customers' specific requirements.

Career opportunities

This will depend on the type of business you work in. If you are in a small specialist fishmonger business you will be able to progress to Supervisor and Manager; you may even decide to buy your own business one day! If you work in a large supermarket you will be able to move within the branch to other fresh food departments and into general retail management.

Remember that fish retailing is a form of retailing and, once you have worked with customers, you can apply the skills you have learned and work in any type of retail or customer service business. You could also move into fish wholesaling and contract buying.

Entry requirements

There are generally no pre-entry qualification requirements, however, you will need basic numeracy and literacy and good communication skills to help you deal with customers. You will be given thorough training whilst you are doing your job.

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Qualifications and training available on the job:

Training

IOSH Working Safely
Approved National Standards
Health and Safety for People at Work

Qualifications

S/NVQ Retail Operations Level 2
S/NVQ Customer Service Level 2
Foundation or Elementary Food Hygiene Certificate
Training and Certification in HACCP
Customer Service Skills
National Training Programme
Foundation Modern Apprenticeship in Retail

Supervisor

Job role and responsibility

You will lead a focused team whose role it is to offer an efficient and helpful service to customers. You will be responsible for displaying the extensive range of fish on sale, maintaining and promoting health and safety, food hygiene and safety - as well as being an experienced and competent Fish Retail Assistant. You may be involved in the purchase of stock from wholesalers, either at market or by telephone.

Career opportunities

This will depend on the type of business you are working in. If you are in a small specialist fishmonger business you may be able to progress to Manager; you may even decide to buy your own business one day.

If you work in a large supermarket you will be able to move within the branch to other fresh food departments and into general retail management.

Remember that fish retailing is a form of retailing and once you have worked with customers you can apply these skills to any type of retail or customer service business. You could also move into fish wholesaling and contract buying.

Entry requirements

There are generally no pre-entry qualification requirements, however, you will need to know about food safety and hygiene as well as health and safety and be able to supervise and motivate a team - so your communication skills will need to be good.

Qualifications and training available on the job:

Training

IOSH Managing Safely

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Qualifications

NEBOSH National General Certificate in Occupational Safety and Health

S/NVQ Retail Operations Level 3

S/NVQ Customer Service Level 3

S/NVQ Management Level 3

NEBS Introductory Management Award

NEBS Management Certificate

Intermediate Food Hygiene

Food Hygiene and Safety Diploma

Food Hygiene Management (Certificate)

National Training programme

Advanced Modern Apprenticeship in Retail

Manager/department manager

Job role and responsibility

You will lead a team of people to maximise profit through sales and customer service. Your comprehensive knowledge of all aspects of the fish range will help you to select products and set retail prices. Through the motivation and management of your team you will be responsible for health, safety and hygiene, organising workloads and resource management.

Career opportunities

You may wish to buy your own fishmonger business or else continue your management career within other retail or customer-focused businesses. You could also move into fish wholesaling and contract buying.

Entry requirements

You will need people skills to motivate and manage staff; commercial awareness; business skills that include a knowledge of relevant legislation; budgetary controls; food safety/hygiene; and health & safety.

Qualifications and training available on the job:

Training

IOSH Managing Safely

Qualifications

S/NVQ Retail Operations Level 4

S/NVQ Management Level 4

NEBS Introductory Management Award at Diploma Level

NEBS Management Diploma

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Owner/manager

Job role and responsibility

You are responsible for the successful management and profitability of your business. This will include the selection and buying of produce and retail price setting; building relationships with customers, wholesalers, traders and other industry bodies; management of health, safety and hygiene; people management including organising workloads; sales and marketing; and finance & resource management.

Entry requirements

You will need to have commercial awareness and retail business skills that include a sound knowledge of sales and marketing; relevant legislation; financial and business management; health and safety, food safety and hygiene, as well as people skills to build relationships and motivate and manage staff. In addition, you will need to be a competent fish retail assistant in your own right.

Qualifications and training available on the job:

Training

IOSH Managing Safely

Qualifications

S/NVQ Retail Operations Level 4

S/NVQ Management Level 4

S/NVQ Owner Management - Business Planning Level 3

S/NVQ Owner Management - Business

Management & Development Level 4

NEBS Introductory Awards for Owner Managers at Certificate Level

NEBS Owner Manager at Certificate Level