

# SALARY GUIDE

Retail



# 2020



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## Market Trends

In 2019, unemployment hit its lowest level since 2007, creating opportunities and challenges for Ireland's retail sector. Competition for talent resulted in salaries rising across all verticals within the sector and the greatest uplift in counter-offers in five years.

2019 was a candidate-driven market, with most active jobseekers having multiple offers at the one time, especially among experienced managers. Employers with the most condensed and agile recruitment processes won the year's top talent. Retention can be a common challenge in retail, with companies who embraced onboarding and induction programmes seeing the positive impact on their attrition counts.

Candidates can now be more selective with their career moves. They are choosing employers who offer flexible contracts and contracts that pay overtime or offer time in lieu. Other enticing benefits include pensions and healthcare.

In 2020, retail recruitment will continue to rise, with salaries and benefits increasing to match candidates' expectations. The war for talent will persevere due to the shortage of skills along with competition between brands for culture and remuneration packages. Retailers that are agile, early adaptors with innovative practices will win on talent acquisition.

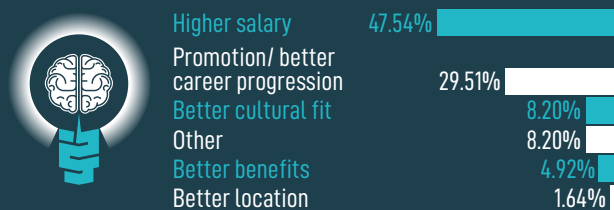
## Most in Demand Retail Roles:

- Store managers 3+yrs – all verticals
- Grocery – Bakers, Butchers, Fresh Food/Deli Managers
- Luxury Goods Specialists – clothing and accessories
- Pharmacy OTC managers and technicians

## How to Attract Top Talent?

- Competitive salary packages
- Flexibility and paid overtime beyond contracts or time in lieu
- Generous annual leave entitlements
- Pension and healthcare for permanent employees
- Well-facilitated work environments - canteens, breakout rooms, healthy snacks, social activities
- Wellbeing programmes

## What would most likely make you leave your current job?



\* Figures based on retail professionals who completed our survey.



PERMANENT	Dublin €k P/A		ROI €k P/A	
	Low	High	Low	High
<b>Food Multiples</b>				
Area Manager	60	110	60	100
Store Manager (100+ Staff)	55	100	50	90
Store Manager (50+ Staff)	42	70	42	60
Store Manager (10+ Staff)	30	45	30	40
Assistant Manager	30	42	28	40
Dept/Section Manager	28	38	26	35
Supervisor/Trainee Manager	22	30	20	28
<b>Convenience/Forecourt</b>				
Area Manager	45	70	40	65
Store Manager	30	50	28	45
Assistant Manager	24	32	24	32
<b>Non-Food Multiples</b>				
Area Manager	70	120	65	100
Store Manager	40	65	35	65
Deputy Manager	30	45	30	45
Assistant Manager	30	40	28	35
Dept/Section Manager	28	32	25	32
Trainee Managers	22	28	22	28
Area Manager	60	110	60	100
<b>Telecoms</b>				
Area Manager	60	90	60	80
Store Manager	28	45	28	40
Assistant Manager	25	34	25	32
<b>Pharmacy</b>				
Area Manager	55	80	55	70
Store Manager	32	50	30	45
Assistant Manager	25	30	25	30
<b>Fashion-High Street</b>				
Area Manager	50	85	50	85
Regional Visual Merchandiser	45	60	30	50
Store Manager (100+ Staff)*	55	90	50	80
Store Manager*	35	60	35	50
Deputy Manager	30	45	28	45
Assistant Manager	28	40	24	40
Department Managers	28	45	28	45
Head Cashier	25	35	25	35
Trainee Managers	23	28	23	28
Supervisor/Sales Manager	22	27	22	27
Brand Managers	28	32	28	32
Stylists/Personal Shopper	24	30	22	28

\*Depends on staff and square footage/turnover

Please note that all salaries are dependent on turnover, staff and square footage rather than locations.