


# SALES, MARKETING AND PROCUREMENT

## Map key







-  Potential apprenticeship standard
  -  Standard in development
  -  Approved for delivery
- (L+number) Occupational level

## Customer Service Pathway

### Technical Occupations

#### Customer Service Assistant


Provide direct customer support by handling requests, complaints and queries and seeking to improve services through analysis

- Customer Service Practitioner (L2)** 
- Customer Service Specialist (L3)** 
- Funeral Director (L3)** 
- Funeral Team Member (L2)** 
  - Funeral Arranger
  - Funeral Operative
- Housing & Property Management (L3)** 
- Housing & Property Management Assistant (L2)** 

### Higher Technical Occupations

#### Customer Service Manager

Manage and deliver services to customers along with problem resolution and service improvement

- Senior Housing & Property Management (L4)** 

### Professional Occupations

# Marketing Pathway

## Technical Occupations

### Marketing Assistant

Plan, organise and deliver key marketing actions and events

#### Advertising & Media Executive (L3)

- Advertising & Media Executive Creative Specialist
- Advertising & Media Executive Media Specialist

#### Digital Marketer (L3)

#### Event Assistant (L3)

#### Fundraiser (L3)

#### Marketing Assistant (L3)

## Higher Technical Occupations

### Marketing Communications Manager

Provide specialist expertise to a marketing campaign or event, including the collection and analysis of marketing data.

#### E-Commerce Manager

#### Market Research Executive (L4)

#### Marketing Executive (L4)

#### Public Relations & Communications Assistant (L4)

## Professional Occupations

### Marketing Communications Professional

Develop and lead a marketing campaign or process across different platforms and formats.

#### Digital Marketer (degree) (L6)

#### Fund Raising Manager

#### Marketing Manager (L6)

#### Public Relations Consultant

# Procurement Pathway

## Technical Occupations

### Procurement Officer

Applies key tasks associated with the work of procurement and supply

**Bid & Proposal Co-ordinator (L3)**



**Procurement & Supply Assistant (L3)**



## Higher Technical Occupations

### Procurement Manager

Provides advice and guidance to key stakeholders on the performance of organisational procedures and processes connected with procurement and supply. Develops, improves and fulfils organisational and functional objectives in procurement and supply

**Commercial Procurement & Supply (L4)**



## Professional Occupations

### Procurement Professional

Formulates direction and advice, manages change, and leads and influences both internal and external stakeholders in procurement and supply

**Senior Procurement & Supply Professional (L6)**



# Sales & Retail Pathway

## Technical Occupations

### Business Sales Support


Provide support to sales teams/functions, meet business sales targets.

**IT Technical Salesperson (L3)** 

## Higher Technical Occupations

### Business Sales Manager

Manage business sales process or teams, manage customer accounts.

**Sales Executive (L4)** 

**Sales Manager** 

## Professional Occupations

### Business Sales Professional

Lead and oversee business complex business sales processes and/or teams, develop and implement sales strategy.

**Business To Business Sales Professional (degree) (L6)** 

## Specialist Retail Assistant


Meet customer needs through making a product or service sale and dealing with domestic and commercial customers. Create displays, layouts and operations in the sales environment. Also covers craft trades in retail

**Advanced Butcher (L3)** 

- In Store
- Process
- Retail

**Butcher (L2)** 


- Process
- Retail

**Fishmonger (L2)** 

**Junior Estate Agent (L2)** 

**Retail Team Leader (L3)** 

**Retailer (L2)** 

**Trade Supplier (L2)** 


**Travel Consultant (L3)** 

## Retail Manager

Manage and lead a retail team of practitioners for both buying from and selling to wholesalers and retail

**Buying & Merchandising Assistant (L4)** 

- Buying Assistant
- Merchandising Assistant

**Retail Manager (L4)** 

## Retail Professional

Manage and lead a whole sales process and a retail location often handling the sale of larger, more complex items

**Assistant Buyer & Assistant Merchandiser (L6)** 

- Assistant Buyer
- Assistant Merchandiser

**Retail Leadership (degree) (L6)** 