



Retail Industry Management Salary Survey 2015

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A letter from the Managing Director

Excel Recruitment are celebrating 15 years of staffing solutions to the Retail Industry this year. Since inception, our mantra has prevailed amongst some of the most hardened retail climates. ‘Placing Great People With Great Companies’ remains the premise of our daily operations. As our Excel team continues to grow, so does the industry. While we approach the end of 2015, we can sight this year as being our best since the recession.



We have compiled this guide which is supported by data from the best Retail Managers across the country. I remain confident that the Grocery, Non-Food & Fashion, as well as FMCG Industries will continue their resurgence and 2016 will be a year of continued growth.

Barry Whelan
Managing Director – October 2015

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An introduction from Excel Recruitment

This salary and employee satisfaction survey was conducted by Excel Recruitment, Ireland's leading retail recruitment specialists. Content was collected through Spring/Summer, completed in October 2015 and compiled by our Digital Marketing Manager Clare O'Hanlon. The details within this report are confidential and are intended solely for the use of the individual or entity to which they are addressed. Any unauthorized, direct or indirect dissemination, distribution or copying of this report is strictly prohibited.

The survey was carried out in complete confidentiality and Excel Recruitment is not in a position to share information regarding the respondents other than what is provided in the following pages.

The proceeding pages will discuss in detail the results of a salary and employee satisfaction survey partaken by 500 Retail Managers of varying levels throughout Ireland. The survey is conducted yearly and this year, 2015, we collected statistic from ***Grocery, Non-Food and Fashion Retailers.***

Main Findings

This survey was issued to 500 willing participants currently working as managers within the retail industry in the Republic of Ireland. The results amassed are from survey recipients across Grocery, Fashion and Non-Food Retail.

It was discovered that 10% of managers across all sectors within retail have experienced an increase in salary either through change of employer, promotion or a salary raise. The results also state that 82% of Retail Managers in the Republic of Ireland receive benefits in addition to their yearly salary including discounts, bonuses and health insurance.

Interestingly, there have been no drastic fluctuations in salary across the retail industry since last year. It is also noteworthy that Grocery Retail Managers are the most professionally satisfied and earn marginally more than their fashion and non-food contemporaries.

Job Satisfaction and Motivation:

The results of the 2015 Retail Manager Salary and Satisfaction survey show that 68% of respondents are satisfied with their jobs. This is a 7% drop on last year's figures. 32% of those surveyed cited varying reasons as to why they are dissatisfied including lack of footfall in-store, few progression opportunities and uncertainty of job security.

70% of Grocery Managers are satisfied while 69% of Fashion Managers expressed a similar feeling. This is by contrast to 50% of Non-Food Managers claiming to be satisfied with their current positions.

When asked to divulge what would motivate them as a Retail Manager, 60% of those questioned said opportunities for promotion, 12% cited extra financial bonuses and 28% said verbal praise and visual results motivate them in their jobs.

78% said that they might be encouraged to change jobs if offered additional bonuses and benefits as opposed to an increase in salary while all 500 managers stated as little as a €1,000 salary increase would encourage them to consider a move.

Benefits for Retail Managers:

There is a wide variety of benefits available in the retail industry to managers of all levels. We asked respondents to list the benefits they receive and which they deem most important.

- 80% of those who partook in the survey said that healthcare, pensions, insurance, bonuses, flexi-time and holidays are of high importance while only 5% cited more material things such as mobile phones and company cars as important.
- 15% of all those surveyed said they were unsure of what they felt was most important in terms of bonuses and benefits.
- It was discovered upon collecting the survey data that pension schemes are offered to 100% of participants although only 28% of those questioned use the schemes. Healthcare and insurance is offered by 46% of retailers
- 83% of retailers surveyed provide financial bonuses in the form of Christmas and Performance related bonuses. Holidays are considered an important benefit, with Fashion and non-Food retailers getting a total of 5 weeks Holidays, or the opportunity to work up to 5 weeks holidays a year dependent on longevity.

Salary Structure – Fashion

When dissecting the information provided by Managers in Fashion Retail it was discovered that there was a 1% drop in the average salary. It is also suggested by the findings that 3% of Fashion Retail Managers received an increase in salary through raise, promotion or change of employer. With that in mind, there have been no notable increases or decreases in the average salary of retail managers in Fashion.

- On average large space/high volume fashion and multiple Retail Managers earn €65,000 per year, although several respondents cited a salary of €80,000 or higher.
- Assistant managers in High Volume Fashion Retail are earning, on average, between €35,000 and €45,000 while
- Department managers can earn up to €35,000.
- High Street Fashion Store Managers working with smaller spaces earn between €45,000 and €50,000 per year a slight drop from last year.
- Assistant Managers earn considerably less with average salary parameters between €26,000-35,000 and Supervisors are earning a maximum average salary of €25,000.

Salary Structure- Non-Food

In 2015, we discovered a slight drop in the median salaries of Non-Food Managers.

- On average Non-Food Store Managers are earning €65,000 per year in larger retail spaces. These include DIY Stores, Homeware Stores etc.
- Similarly to high volume Fashion and Multiple Retailers, some Managers of larger Non-Food Stores earn up to €90,000. Assistant Managers in similar stores are earning an average of €38,000.
- Store Managers in smaller non-food stores, for example, games, telecoms and homeware, are earning an average of €36, 000 per year while their Assistant Managers are earning between €25,000 and €30,000 per year.

Salary – Grocery, Convenience and Hard Discount Retailers:

There has been a 2% overall increase in management salaries in Grocery/Convenience/Hard Discount Retail by comparison to a 1% drop in salaries in Fashion and Non-food Retail.

In Food Retail, we've seen an enormous disparities that is unique to this sector. Average salaries with Store Managers vary from €40,000 and €100,000. Assistant Managers earn between €25,000 and €60,000. Influencing factors for these salaries include:

- Size of the Store
- Longevity of an Individual Manager's time in business.
- Weekly Store turn-over
- Staff numbers

Hard Discounters and larger supermarkets remain the highest paid Managers in the Grocery/Food Retail sector. Managers of petrochemical retailers (filling stations with an attached convenience store) are paid significantly less with Trainee Managers earning a maximum of €25,000 and an average salary of €20,000.

The gap in wage from store to store, within convenience retail stores and petrochemical retail, is evident when examining the salaries.

- A Store Manager's salary can vary from as little as €28,000 to as much as €68,000.
- Similar can be said for Assistant Managers in the same businesses. A high percentage are paid at an hourly rate while others will earn up to €30,000, depending on the size and location of the store in question.

Overview:

There have only been minor changes in the average salaries and benefits of Retail Managers at all levels. It is interesting to note that while 10% of Managers received a raise this year, the average salary of a Fashion/Non- Food Retail Manager has dropped very slightly. It is also a reflection of each respective sector of the industry that Grocery and Hard Discount Managers express greater satisfaction in their jobs than fashion managers.

This could reflect on the lack of necessity involved in High Street Fashion. Lack of job security and boredom, due to little in-store footfall are cited as reasons as to why Managers in Fashion Retail are dissatisfied. The lack of drastic changes in terms of salary and satisfaction shows signs of stability in the retail industry.

Benefit Chart for Retail Managers

Benefit Chart for Retail Managers	<i>Volume Grocery</i>	<i>Non-Indigenous Multiple</i>	<i>Hard Discounter</i>	<i>Symbol Group Supermarket</i>	<i>Symbol Group Convenience</i>
Sunday/Bank Holiday Premium				Yes	Yes
Pension	Yes	Yes	Yes	Yes	Yes
Health Cover	Yes	Yes	Yes	Yes	Yes
Company Car	No	No			
Christmas Bonus	Yes	Yes		Yes	Yes
Performance Related Bonus	Yes	Yes		Yes	Yes
Paid Holidays	Yes	Yes	Yes	Yes	Yes
Store Discount	Yes	Yes		Yes	Yes

Benefit Chart for Retail Managers	Petro-chemical retailers	Volume Textiles	High Street Fashion	Footwear	Sportswear
Sunday/Bank Holiday Premium					
Pension	Yes	Yes	Yes	Yes	Yes
Health Cover	Yes	Yes	Yes	Yes	Yes
Company Car					
Christmas Bonus	Yes	Yes	Yes	Yes	Yes
Performance Related Bonus	Yes	Yes	Yes	Yes	Yes
Paid Holidays	Yes	Yes	Yes	Yes	Yes
Store Discount	Yes	Yes	Yes	Yes	Yes

Benefit Chart for Retail Managers	DIY/Hardware	Telecoms	Department Store	Electrical	Speciality
Sunday/Bank Holiday Premium					
Pension	Yes	Yes	Yes	Yes	Yes
Health Cover	Yes	Yes	Yes	Yes	Yes
Company Car					
Christmas Bonus	Yes	Yes	Yes	Yes	
Performance Related Bonus	Yes	Yes	Yes	Yes	Yes
Paid Holidays	Yes	Yes	Yes	Yes	Yes
Store Discount	Yes	Yes	Yes	Yes	Yes

Grocery Industry | Basic Salaries

Volume Grocery	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	TRAINEE MGR
€500k-1m+ T/O	€75k-120k	€40k-55k	€40k-55k	€30k-40k	€26k-28k
€250-500k T/O	€60k-80k	€35k-50k	€35k-50k	€30k-35k	€26k-26k
€100-250k T/O	€40-60k	€35K-40k	€35k-40k	€25k-30k	€26k-26k
<€100K T/O	€38-50k	€25k-35k	NA	€23K-30K	€26K-26K

NON INDIG MULTIPLE	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	TRAINEE MGR
€500k-1m+ T/O	€75k-110k	€40k-55k	€40k-50k	€30k-40k	€26-28k
€250-500k T/O	€60k-80k	€35k-50k	€35k-50k	€30k-35k	€26k-26k
€100-250k T/O	€40-60k	€35K-40k	€35k-40k	€25k-30k	€26k-26k
<€100K T/O	€38-50k	€25k-35k	NA	€23K-30K	€26k-26k

SYMBOL GROUP SUPERMARKET	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	TRAINEE MGR
€500k+ T/O	€75k-110k	€40k-55k	€40k-50k	€30k-40k	€26-28k
€250-500k T/O	€60k-80k	€35k-50k	€35k-50k	€30k-35k	€21k-26k
€100-250k T/O	€40-60k	€35K-40k	€35k-40k	€25k-30k	€21k-26k
<€100K T/O	€38-50k	€25k-35k	NA	€23K-30K	€21k-26k

Grocery Industry | Salaries Continued

DISCOUNTER	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	TRAINEE MGR
€500k+ T/O	€50-68K	€32k-50K	NA	NA	NA
€250-500k T/O	€50-68K	€32k-50k			
€100-250K T/O	€50-68K	€32K-50k			
<€100K T/O	€50-68K	€32k-50k			

SYMBOL GROUP CONVEN.	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	TRAINEE MGR
€100k+ T/O	€60k-80K	€40k-55k	€40k-50k	€30k-40k	€26-28k
€50-100k T/O	€40k-60k	€30k-40k	€30k-40k	€22k-30k	€21k-24k
<€50K	€35k-40k	€25k-35k	NA	€22k-28k	€21k-24k

SERVICE STATION CONVEN.	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	TRAINEE MGR
€100k+ T/O	€60k-70K	€40k-45k	€40k-50k	€30k-40k	€26-28k
€50-100k T/O	€40k-60k	€30k-40k	€30k-40k	€22k-30k	€21k-24k
<€50K	€32k-40k	€25k-35k	NA	€22k-28k	€21k-24k

Fashion Industry | Basic Salaries

HIGH VOLUME TEXTILES	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	TRAINEE MGR
€500k-1m+ T/O	€75k-120k	€40k-55k	€40k-55k	€30k-40k	€26k-28k
€250k-500k T/O	€60k-80k	€35k-50k	€35k-50k	€30k-35k	€26k-26k
€100k-250K T/O	€40-60k	€35K-40k	€35k-40k	€25k-30k	€26k-26k
<€100k T/O	€38-50k	€25k-35k	NA	€23K-30K	€26K-26K

HIGH STREET FASHION	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	SUPERVISOR
€80k+ 125K T/O	€45k-70K	€35k-48k	€30k-40k	€25k-30k	€22K-25K
€40k-80k T/O	€40k-60k	€30k-40k	€30k-40k	€22k-30k	€21k-24k
<€40K T/O	€25k-30k	€22k-28k	NA	€22k-25k	€21k-22k

SPORTWEAR	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	SUPERVISOR
€20k-80k T/O	€40k-60k	€30k-40k	€30k-40k	€22k-30k	€21k-24k

FOOTWEAR	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	SUPERVISOR
€10k-30k T/O	€30k-35k	€25k-30k	NA	NA	€21k-24k

Non-Food | Basic Salaries

DIY	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	TRAINEE MGR
€500k-1m+ T/O	€75k-120k	€40k-55k	€40k-55k	€30k-40k	€26k-28k
€250-500k T/O	€60k-80k	€35k-50k	€35k-50k	€30k-35k	€26k-26k
€100-250K T/O	€40-60k	€35K-40k	€35k-40k	€25k-30k	€26k-26k
<€100K T/O	€38-50k	€25k-35k	NA	€23K-30K	€26K-26K

ELECTRICAL	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	TEAM LEAD
€500k-1m+ T/O	€70k-80k	€40k-55k	€40k-50k	€30k-40k	€26k-28k
€200-500k T/O	€60k-70k	€35k-50k	NA	€30k-35k	€26k-28k
€100-200K T/O	€40-60k	€35K-40k	NA	€25k-30k	NA
<€100K T/O	€35-40k	€25k-35k	NA	€23K-30K	NA

BIG BOX	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	TRAINEE MGR
€500k+ T/O	€75k-110k	€40k-55k	€40k-50k	€30k-40k	€26-28k
€250-500k T/O	€60k-80k	€35k-50k	€35k-50k	€30k-35k	€21k-26k
€100-250K T/O	€40-60k	€35K-40k	€35k-40k	€25k-30k	€21k-26k
<€100K T/O	€38-50k	€25k-35k	NA	€23K-30K	€21k-26k

TELECOMS	STORE MGR	ASSISTANT MGR	SENIOR DEPT MGR	DEPT MGR	TRAINEE MGR
€100k+ T/O	€30k-50K	€25k-30k	NA	NA	NA
€50-100k T/O	€30k-40k	€25k-30k	NA	NA	NA
<€50K	€25k-30k	€22k-25k	NA	NA	NA