

RETAIL'S VALUE ON A RESUME

National Retail Federation | Washington, DC | nrf.com/ValueOnAResume

■ SUMMARY

New research by GfK shows that the vast majority of hiring managers across industries view experience in the retail industry positively and value the foundational job skills that retail instills in its employees. Hiring managers believe that retail experience develops the skills and traits they seek in prospective job candidates and that these skills are readily transferable across industry sectors — and should be leveraged throughout any professional's career.

■ SKILLS

Hiring managers from all industries overwhelmingly believe retail provides valuable skills that are transferable to other jobs.

- 80 percent of hiring managers state that the skills and traits that are most important to them are the same skills and traits that over eight in 10 current retail employees say they use regularly.
- Roughly two-thirds of hiring managers know that a **job candidate with retail experience commands a number of skills**, including a personable, respectful nature; ability to work with anyone; ability to take direction; composure; a willingness to step up; and ability to multitask.

■ EXPERIENCE

The retail industry provides opportunities for advancement and upward mobility.

- **Six in 10 current retail employees reported having been promoted** and **85 percent report having earned a raise**. A majority of those hired in an entry-level position reported earning a promotion within a year of employment.

■ REFERENCES

Candidates that list their retail experience and use former managers as references overwhelmingly believe it helped them get the job.

- 94 percent of former retail employees report **being hired for a job when they used a former retail manager as a reference**; 80 percent believe that the recommendation helped them secure it.

■ INTERESTS

Retail employees are personally and professionally satisfied and happy.

- 76 percent of former retail employees and two-thirds of current retail employees (66 percent) have taken advantage of the unique scheduling flexibility of a job in retail to **help them balance important priorities in their lives, such as going to school, working another job or raising a family**.
- 78 percent of current retail employees are **satisfied with their job**; 79 percent describe themselves as **happy working in retail**.