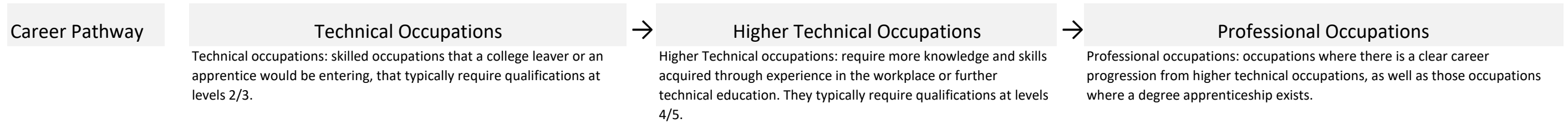


# Occupational Map: Sales and Marketing and Procurement

This is one of 15 occupational maps that group together occupations that require similar knowledge skills and behaviours. Career pathways and occupational clusters have been used to provide further grouping of occupations, with the pathways indicating options for likely career progression. Every apprenticeship standard has been captured, as well as other skilled occupations where there is a substantial requirement for technical knowledge and practical skills. The occupations in this route have been split into four career pathways: customer service, marketing, procurement and retail and sales. The technical occupations in each pathway have been identified as suitable for learning via apprenticeships only, so Government does not intend to launch T levels for these.

**Occupations in green:** approved for delivery  
**Occupations in amber:** standard published  
**Occupations in red:** standard in development  
**Occupations in black:** proposed standard  
 ( ): the number shown in brackets is the level of the apprenticeship (if the level is known)



[Click here for more information on the occupations listed in this map](#)

**Customer Service**

<p><b>Cluster: Customer Service Assistant</b>  <b>APPRENTICESHIP ONLY</b> Provide direct customer support by handling requests, complaints and queries and seeking to improve services through analysis.</p> <p>Customer service practitioner (2)          Customer service specialist (3)  <b>Funeral team member (2)</b>          Housing/property management assistant (2)          Housing/property management (3)</p>	<p><b>Cluster: Customer Service Manager</b>          Manage and deliver services to customers along with problem resolution and service improvement.</p> <p><b>Funeral director (3)</b></p>
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**Marketing**

<p><b>Cluster: Marketing Assistant</b>  <b>APPRENTICESHIP ONLY</b> Plan, organise and deliver key marketing actions and events.</p> <p>Digital Marketer (3)          Event assistant (3)  <b>Fashion studio assistant (3): Fashion marketing and communications</b></p>	<p><b>Cluster: Marketing Communications Manager</b>          Provide specialist expertise to a marketing campaign or event.</p> <p>Digital Marketing Specialist          Event planner          Public Relations Assistant (4)</p>	<p><b>Cluster: Marketing Communications Professional</b>          Provide specialist expertise to a marketing campaign or event.</p> <p><b>Digital Marketer Integrated Degree (6)</b>  <b>Marketing manager (6)</b></p>
	<p><b>Cluster: Product/Brand Manager</b>          Collect and analyse marketing data to understand</p> <p><b>Marketing executive (4)</b></p>	<p><b>Cluster: Marketing Professional</b>          Provide specialist expertise to a marketing campaign or event.</p> <p>Fund raising manager          Marketing consultant          Marketing research executive  <b>Public relations consultant (degree) (7)</b></p>

<b>Procurement</b>	<p><b>Procurement Officer</b>  <b>APPRENTICESHIP ONLY</b> <i>Applies key tasks associated with the work of procurement and supply.</i></p>	<p><b>Procurement Manager</b>  <i>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</i></p>	<p><b>Cluster: Procurement Professional</b>  <i>Formulates direction and advice, manages change, and leads and influences both internal and external stakeholders in procurement and supply.</i></p>
	<p><b>Bid and Proposal Co-ordinator (3)</b>  <b>Procurement officer</b></p>	<p><b>Commercial procurement &amp; supply (4)</b></p>	<p><b>Commercial manager</b>  <b>Head of sourcing</b>  <b>Procurement manager</b>  <b>Purchasing manager</b></p>

<b>Retail</b>	<p><b>Specialist Retail Assistant</b>  <b>APPRENTICESHIP ONLY</b> <i>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.</i></p>	<p><b>Retail Manager</b>  <i>Manage and lead a retail team of practitioners for both buying from and selling to wholesalers and retail.</i></p>	<p><b>Retail Professional</b>  <i>Manage and lead a whole sales process and a retail location often handling the sale of larger, more complex items.</i></p>
	<p><b>Advanced butcher (3):</b>  - In store butchery  - Processing plant  - Retail  <b>Baker (2):</b>  - Craft  - In store  <b>Butcher (2):</b>  - Process  - Retail  <b>Fashion studio assistant (3): Sales and operations</b>  <b>Fishmonger (2)</b>  <b>IT Technical Salesperson (3)</b>  <b>Junior estate agent (2)</b>  <b>Retailer (2)</b>  <b>Retail team leader (3)</b>  <b>Travel consultant (3)</b>  <b>Trade supplier (2)</b></p>	<p><b>Retail buying and merchandising (4)</b>  <b>Retail Manager (4)</b>  <b>Sales executive (4)</b>  <b>Sales Manager (5)</b></p>	<p><b>Business to business sales professional (degree)(6)</b>  <b>Retail leadership (degree) (6)</b></p>