



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Assignment 2

LCLM 4005 – Employability and Career Development

Student Name: Ivanna Purtova
Student ID Number: 2430786
Course: CERTHE in UWTSD

Lecture Name: Dr. Thomas Adeyemi

Table of Contents

<i>Task 1: Comparison of Job Adverts</i>	3
<i>Task 2 – Self-Assessment and Evidence of Employability.....</i>	5
<i>Task 3 – Employment Goals and Personal Development Plan</i>	9
<i>Reference.....</i>	11

Task 1: Comparison of Job Adverts

Companies can tell people who want to work for them what skills and knowledge they need by posting job ads. By reading job ads, people who want to work can find out what companies want and what skills they need to do well on the job (Armstrong, 2020).

The first job is for an Assistant Store Manager at a London Aldi. Helping the store manager run a busy business and making sure everything works well is the main part of the job. The ad talks about tasks like managing workers, taking care of supplies, making plans for teams, and generally making things run more smoothly. You also need to be a good boss and be able to get people to work hard to meet sales goals.

<https://www.reed.co.uk/jobs/assistant-store-manager/54246539?source=searchResults&filter=%2Fjobs%2Fsupervisor-retail-jobs-in-london>

Promoted

Assistant Store Manager

2 days ago by Aldi



£ £45,420 per annum

Permanent, full-time

London

Apply now

Save

You will also receive an additional London allowance of £2,960.

This is about helping to run a £multi-million store, while motivating and developing a diverse and talented team.

One day could find you supporting the Store Manager with sorting out deliveries, placing orders or dealing with customer queries. The next, you might be focused on people management and performance or organising holiday rotas for the team. At the same time, you'll help to handle the over-riding goals of maximising sales in your store, ensuring great customer service, minimising costs and optimising operational efficiency. It means you'll be more than prepared to step into the Store Manager's shoes in their absence.

Our Assistant Store Managers are passionate about doing well; motivating and developing their teams to deliver excellent customer service.

You'll need to be:

- An experienced people-manager
- Used to leading teams in a fast-paced, stakeholder/customer driven environment
- Skilled in time management and boosting operational efficiency
- Motivated to consistently achieve targets

Please note, the salary displayed is based on a 45 hours per week contract. Aldi are also able to offer 32, 36 and 40 hour contracts, and in these instances the salary offered would be pro-rated.

You will also receive an additional London allowance of £2,960.

The second job opening is for a Store Manager at Footasylum. The main parts of this job are managing a store team and making sure the company provides great customer service. You should have worked in fashion retail before, be a good boss, and know how to handle people in a busy place. The video also talks about how important it is to be able to talk to people clearly, keep things in order, and quickly adapt to new situations.

<https://www.reed.co.uk/jobs/store-manager/56379273?source=searchResults&filter=%2Fjobs%2Fsupervisor-retail-jobs-in-london%3Fpageno%3D2>

Store Manager
Footasylum

Apply now

is to continue to build and create an environment where our employee can achieve, develop, and progress. You will be supported in your journey, and we will celebrate with you, every step of the way. Regular 1-2-1's, training, and support will be available but most importantly, you will be given all the tools to help you thrive and feel empowered on your journey with us.

We also have a track record of progression, support, and training. We have a plethora of examples across our teams where people have progressed upwards or into completely new opportunities within the business. Ultimately your development is paramount to us, and we want to help support you to achieve your goals

What We're Looking for in a Successful Store Manager:

- A genuine passion for fashion retail and alignment with our company values
- Previous experience in fashion retail is highly desirable
- Proven leadership experience in a fast-paced retail environment
- Skilled in team management, motivation, and training
- Excellent communication skills, both verbal and written
- Thrives under pressure and adapts quickly to a dynamic setting
- Exceptionally organised with a strong customer-first mindset
- Deep understanding of the fashion retail industry and market trends

Why Footasylum?

We've been on a journey, growing significantly over the last few years. We are vibrant, engaged and performing well. Innovation is key to our business, and we have been looking at how we deliver value to our wider Retail estate.

We want to create a place for colleagues to do their best work, and you will have the opportunity to influence our decisions, help define Retail standards across the Estate and contribute to a happy and healthy working environment.

Diversity:

We recognise and value the importance of diversity to help make sure we have lots of different perspectives when we are providing services to our colleagues and customers. We know that this will help us build a great service, which our customers will love. This is great news for our business. Diversity for us is also, importantly, about building happy teams full of people that want to learn and want to be inspired by each other and our different experiences.

Recruitment process:

We review applications on an individual basis, and if we feel you would be a good fit we'll invite you for a face-to-face chat about the role, and to see if we're a good fit for you.

We value open and honest conversations and collaboration, giving you a chance to learn about what we are doing in an informal and friendly environment. We want to know about you, and why you feel this is the opportunity for you.

Get job alerts

Share

Hide

Reference: 56379273

Please note that [Reed.co.uk](https://www.reed.co.uk) will never ask you to provide your bank, passport or driving licence details during the application process.

[Report this job](#)

Both job ads list a lot of the same skills and areas of knowledge. To begin, both jobs need someone who can gather and direct a group of people. Leaders must assist their workers and guarantee that the group does a good job. Second, both ads stress how important it is to talk to each other well. When managers talk to their workers, clients, and higher-ups, they need to be able to make sense. Third, both jobs need

someone who can keep things in order. Store managers oversee making sure the shop runs easily by setting up work plans and keeping an eye on stock. Finally, people in both jobs need to know how to deal with customers, which is very important in stores.

Among these common skills, leadership is one of the most important ones for this job. Robbins and Judge (2017) say that leadership is what lets managers have an impact on workers and guide them toward the organization's goals. Store managers need to keep their employees inspired, get problems fixed quickly, and make sure that customers are happy. Employees are happy and more effective when they have good leadership (Northouse, 2021).

As an example, an assistant shop manager must help workers when things get busy and make sure, they get their work done quickly. In the same way, a shop manager needs to make sure that everyone has a good time at work and help them get better. This means that good leadership makes both workers and customers happy.

To be a good store manager, you need to be able to lead, get things done, and get along with other people. People who learn about these skills will be ready for jobs as store managers and will get the skills that companies want.

Task 2 – Self-Assessment and Evidence of Employability

Self-evaluation is an important way to learn about your strengths and weaknesses and find ways to improve. Reflective practice lets people look at how they're doing and come up with ways to improve themselves (Schön, 1983). Students and workers can use self-evaluation to find their strengths, flaws, and job advancement possibilities (Moon, 2004).

I did a SWOT analysis to figure out how employable I am right now. Strengths, Weaknesses, Opportunities, and Threats are what SWOT stands for. This method

helps people figure out their own skills and how they compare to others in their field (Helms and Nixon, 2010).

Strengths

One of my best skills is being a boss. I used to be a shop boss, which meant I oversaw a team of 10 to 12 people. In this job, I made work plans and kept an eye on daily activities. Managers need to be good leaders so that they can help their teams reach the organization's goals (Northouse, 2021).

Having experience with customer service is also a plus. I have worked in customer service for a long time. People in these jobs had to talk to people and quickly fix problems. Good customer service makes customers happier and helps businesses build a good image (Kotler and Keller, 2016).

I think one of my best qualities is that I can talk to pretty much anyone. During my former job, I talked to coworkers, bosses, and clients a lot. Robbins and Judge (2017) say that good communication makes working together and as a team easier.

Another important trait of mine is that I want to learn and grow. I am now going to a university in the UK to study Business Skills for the Workplace. According to Yorke (2006), going to college gives students the professional and critical skills they need to get a job.

Weaknesses

Even with these good points, I have seen some things that could be done better. One big problem is that there aren't enough jobs for people with management skills in the UK. I've been a boss before, but things may be different in the UK business sector.

Another weakness is that they need to improve their managing skills, especially when it comes to making financial decisions and planning for the future. These days,

managers need to know about the company's plan and how well it's doing (Grant, 2019).

I know I need to improve my networking skills to find work. There is evidence that networking can help people find jobs and make business connections (Jackson, 2014).

Opportunities

There are several chances that could help me grow professionally. My present college education is a one-of-a-kind chance. Learning about business gives you a basic understanding of how to lead, handle, and work with others. Getting an education makes it easier to get a job and move up in your career (Yorke, 2006).

In London, the large shopping and service industry provides an extra chance. Many job openings are available in London in the shopping, customer service, and management fields. People can get more knowledge and move up in their jobs in many areas.

There are also chances to move up in professional training classes. A lot of companies teach their workers how to be managers and leaders. Professional growth that happens on a regular basis helps people get ahead in their careers (Armstrong, 2020).

Threats

There are things outside of my power that could stop me from moving up in my career. There is a big threat from the competitive job market. A lot of people want to run their own shops. Employers usually want to hire people who have a lot of experience and skills.

The fact that business is changing so quickly adds to the problem. Firms are changing how they run because of technology and internet channels. To stay competitive, managers need to keep learning new things (Grant, 2019).

Uncertainty about the economy could hurt job prospects. Changes in the economy may affect how companies hire people.

Evidence of Readiness for Employment

I think I'm ready to move up in my job and get more training, even though there will be obstacles. Leading others, working with others, and providing great customer service are all skills I learned at my last job.

Through managing people at my last job, I learned how to be responsible and organised. I learned how to help employees and organise their work when things get busy. People who work in management can benefit from these kinds of situations.

My present classes at university show that I'm dedicated to getting better. Studying in school helps me understand business theory and management techniques better. Combining classroom information with work experience makes people more employable (Moon, 2004).

Receiving feedback from coworkers and bosses has helped me grow as a professional. Through helpful feedback, people can figure out their skills and work on their flaws.

The SWOT analysis helped me learn more about my work strengths and weaknesses and where I could improve. Self-reflection helps you plan your job and grow as a person. By consistently learning new things, I may improve my chances of reaching my job goals.

Task 3 – Employment Goals and Personal Development Plan

Setting work goals is an important part of growing professionally. With clear goals, people are more likely to focus on improving their work and reaching their career objectives (Locke and Latham, 2002). Based on the weaknesses I found in my SWOT analysis, I have set both short-term and long-term job goals.

Short-Term Goals

Over the next few months, I want to work as a boss or assistant manager in customer service or retail. Getting this job will give me professional training in the UK job market and help me become a better boss.

Another short-term goal is to get better at managing and organising things. I'd like to take part in workshops and training programs that are all about managing and leading businesses. To move up in your job, you need to keep learning (Armstrong, 2020).

Long-Term Goals

My long-term goal for my job is to work in retail as a shop manager or operations manager. Strong planning, decision-making, and leadership skills are needed for this job.

In the future, I want to lead bigger teams and help set the general direction of the company. People in leadership positions can help employees grow and improve the success of the organization.

Personal Development Plan

To reach these goals, I made a plan for my own growth.

I'm going to keep going to college to finish my major in business studies. Learning about managing and how groups work will help me understand people better.

Second, I'll look for entry-level management jobs like assistant manager or boss. These jobs will give you real-world practice in managing operations and being a leader.

Third, I'm going to work on improving my business speaking and networking skills. Meeting people in your field and building relationships with them may help you find new job possibilities.

Every year, I'll measure my growth by looking at how well I do at work. Getting a raise and taking on more responsibility will show that you've grown as a worker.

This plan for growth will help me reach my long-term work goals and improve my skills.

Reference

Armstrong, M. (2020) *Armstrong's Handbook of Human Resource Management Practice*. London: Kogan Page.

Grant, R. (2019) *Contemporary Strategy Analysis*. Oxford: Wiley.

Helms, M. and Nixon, J. (2010) 'Exploring SWOT analysis', *Journal of Strategy and Management*, 3(3), pp. 215–251.

Jackson, D. (2014) 'Employability skill development in work-integrated learning', *Studies in Higher Education*, 39(2), pp. 350-367.

Kotler, P. and Keller, K. (2016) *Marketing Management*. 15th edn. Pearson.

Locke, E. and Latham, G. (2002) 'Building a useful theory of goal setting', *American Psychologist*, 57(9), pp. 705-717.

Moon, J. (2004) *A Handbook of Reflective and Experiential Learning*. London: Routledge.

Northouse, P. (2021) *Leadership: Theory and Practice*. 9th edn. London: Sage.

Robbins, S. and Judge, T. (2017) *Organisational Behaviour*. 17th edn. Pearson.

Yorke, M. (2006) *Employability in Higher Education*. York: Higher Education Academy.