

HOW FAR CAN YOU GO?

CAREER PROGRESSION



CAREER PROFILE 6

NAME
SARAH NAYLOR

CURRENT POSITION
**SALES & MARKETING
OFFICER**

LENGTH OF SERVICE
8 YEARS

Have you worked at JE since you left full-time education?

No. After completing my A Levels, I completed a one year course at college where I obtained an Art Foundation Diploma and then attended University for a year to study BA (Hons) Film & Video.

My first job was as a cashier at B&Q at 16. I worked on and off as a waitress until I needed to find full time employment after returning from university. It was at this point was accepted for employment at JE.

POWERHOUSE

REMEMBER WHY YOU
CHOSE THAT CAREER
IN THE FIRST PLACE
AND NEVER LOSE
YOUR PASSION.

**Sales &
Marketing
Officer**



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What was your first role at JE?

My first role at JE was a working in the Imagination toy department on a temporary contract over the Christmas period.

What made you go for that role?

I wanted to find a position within the retail sector as this is where I felt my skills would be best utilised, and I already had valuable customer facing experience working in the hospitality sector. Some friends had been working at JE and it sounded like a nice company to work for with a great reputation. The short term contract suited my plans as I wanted to go and spend some time travelling around Asia for a couple of months.

I returned from Asia and still felt a little lost and confused as to where I should take my career. My friends were all either just finishing their degrees or embarking on a career in finance. It was then I discovered a vacancy at JE Retail as a Sales Adviser on home appliances. Having enjoyed working in Imagination so much, I applied for the role and was successful. Within a few months after settling in and receiving necessary training I soon

realised that retail was where I thrived and that I really was embarking on the start of my career.

How have your skills developed during your time with JE?

Since I started working at JE I have developed so many valuable, useful and important skills, not just career wise but also on a personal level. I have improved my confidence, the way in which I communicate with others and how to better myself each and every day.

More recently I have been placed on a Sales & Marketing course recognised by the Chartered Institute of Marketing. I have also gained knowledge and experience in buying and ranging products for the store, as well as supporting the development of our retail website.

How has JE supported your career decisions?

I am so thankful to JE for supporting my career development. After a few years working as a JE Retail Sales Adviser I was promoted to Senior Sales Adviser, heading up the Cook

Shop department which by this point I was also doing the product ranging for. Within two years I was then promoted to Sales & Marketing Officer as part of the office based Sales & Marketing team. Since my time on the shop floor I have participated in the rebranding of the store, transitioning 'JE Retail' to the 'Powerhouse'.

I am now responsible for the ranging of our large & small home appliance departments, dealing with suppliers, attending trade shows, creating marketing campaigns and supporting the store manager by working on improving store performance and profitability.

Finally, what advice would you give someone just starting out in their chosen career?

Remember why you chose that career in the first place and never lose your passion. Always be prepared for unexpected change, things don't always work out as expected. So long as you continue to work hard and strive for improvement your development should always be supported. Most importantly, make sure you enjoy it! The only way to do great work is to love what you do.