



hair

JOB ROLES

Hair Assistant

Hairstylist

Senior Hairstylist

Artistic Director

Hair Technician

Technical Specialist

Scalp Therapist

Scalp Specialist

Barber

Master Barber



EDWIN WONG

Senior Hairstylist
Freelancer

A CUT ABOVE THE REST

Edwin Wong's hairdressing journey began during his secondary school years. What was initially a part-time job during school holidays, developed his early interest in hairdressing and turned into a 17-year career spanning across countries and salons of different sizes.

Upon leaving school, Edwin embarked on an apprenticeship with a boutique salon that he found through a newspaper advertisement. The hands-on training he received provided the foundation for him to progress from being a "shampoo boy" to a junior hairstylist. Even National Service couldn't stop Edwin from refining his skills as he would perform haircuts for his platoon mates.

He went on to work at one of Singapore's largest hair salon companies and several prestigious salons known for serving fashion-forward customers. With such varied experience behind him, he found his niche and chose to specialise in haircutting.

Edwin's journey has been one of purposeful growth. It took him to the UK in 2012 to gain international exposure and he completed their National Vocational Qualification. "In the past, most local hairdressing trainings were conducted in-house and lacked consistency in the quality and content of the training. I'm heartened to see that Singapore has caught up with countries like the UK, in offering more publicly accessible and structured trainings to equip individuals with the necessary professional skills," he says.

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BY MAPPING OUT THE SKILLS EXPECTED OF EACH JOB ROLE, THE COMPETENCY FRAMEWORK FOR BEAUTY SERVICES PROVIDES A COMMON UNDERSTANDING THAT WILL HELP EMPLOYERS MAKE HIRING, TRAINING AND PROMOTION DECISIONS.

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"By mapping out the skills expected of each job role, the Competency Framework for Beauty Services provides a common understanding that will help employers make hiring, training and promotion decisions. This shared expectation will also guide training providers in designing their learning programmes to address the local industry's demand for professional skills," he adds.

Edwin does not only advocate for individuals to develop their hairdressing skills, he also emphasises the importance of having good interpersonal skills, customer service and business acumen. In his experience, customers seek out hairstylists who they feel comfortable with and word of mouth is the most effective referral channel.

While this continues to hold true, Edwin recognises that the rise of online marketing has had great impact on the ever-competitive sector. Not one to be left behind by trends, he led the team in his previous workplace to actively engage customers through social media and develop new skills in building their brand awareness. It appears that Edwin takes his own advice: "Whatever the level you are at in your career, it is important to keep improving your skills – both technical and soft skills."

Hair Assistant

JOB ROLE SUMMARY

The Hair Assistant is responsible for supporting daily operations in a hair salon. He/She performs hair wash and blow-dry services, and assists in hair colouring and perming services. Leveraging on his good communication skills, he builds strong customer relationships and maintains excellent customer service. He also provides product and service information to customers, and performs data entries to keep customer records up-to-date.

He works in a hair salon and prepares the salon equipment and workstations for service delivery and maintains inventory stock. He is neat and presentable at all times, and meticulous in carrying out his duties.

KEY RESPONSIBILITIES

TASKS

Deliver Service Excellence

- Build relationships with customers during service and interaction
- Address or escalate enquiries and requests
- Communicate clearly in local language(s) to serve customers
- Adhere to established organisational service standards and procedures
- Execute established service innovation initiatives

Deliver Operation Excellence

- Perform data entry for customer details and appointment records
- Maintain stock inventory according to operational needs
- Prepare and maintain work area for service delivery
- Prepare and maintain equipment for service delivery
- Adhere to established organisational operating standards and procedures

Manage Self and Team

- Work collaboratively with others to deliver services
- Manage personal performance in accordance with established performance metrics and targets
- Participate in training to improve personal skills
- Keep up to date with latest industry trends

Manage Hygiene and Safety Standards

- Observe personal sanitation and health practices in accordance with organisational hygiene and safety standards and procedures
- Provide customer with information and equipment required for safe delivery of service
- Execute maintenance activities in accordance with organisational hygiene and safety standards and procedures
- Handle products and equipment in accordance with organisational hygiene and safety standards and procedures
- Escalate any non-conformance to organisational hygiene and safety standards and procedures to senior staff

Perform Hair Services

- Provide information on hair products and services
- Assist with hair colouring services
- Assist with hair perming and straightening services
- Perform washing and blow-drying of hair

Hairstylist

JOB ROLE SUMMARY

The Hairstylist is responsible for performing commercial haircutting and hairstyling services in accordance with organisational service standards and procedures. He/She performs hair colouring, straightening and perming services, and basic hair and scalp treatments. He also identifies hair and scalp conditions to provide recommendations on products, services, and aftercare advice. He builds strong customer relationships through excellent customer service.

He works in a hair salon and prepares the salon equipment and workstations for service delivery and maintains inventory stock. Due to the nature of profession, he usually stands for long hours. He is self-driven, projects a professional image and interacts well with a diverse range of customers.

KEY RESPONSIBILITIES

TASKS

Deliver Service Excellence

- Sustain customer relationships over a series of touch points with reference to customer treatment history
- Address or escalate enquiries and requests
- Communicate clearly in local language(s) to serve customers
- Adhere to established organisational service standards and procedures
- Execute established service innovation initiatives

Deliver Operation Excellence

- Perform data entry for customer details and appointment records
- Maintain stock inventory according to operational needs
- Prepare and maintain work area for service delivery
- Prepare and maintain equipment for service delivery
- Adhere to established organisational operating standards and procedures

Manage Self and Team

- Work collaboratively with others to deliver services
- Manage personal performance in accordance with established performance metrics and targets
- Participate in training to improve personal skills
- Promote awareness of latest industry trends amongst team

Manage Hygiene and Safety Standards

- Observe personal sanitation and health practices in accordance with organisational hygiene and safety standards and procedures
- Provide customer with information and equipment required for safe delivery of service
- Execute maintenance activities in accordance with organisational hygiene and safety standards and procedures
- Handle products and equipment in accordance with organisational hygiene and safety standards and procedures
- Escalate any non-conformance to organisational hygiene and safety standards and procedures to senior staff

KEY RESPONSIBILITIES TASKS

Perform Hair Services

- Identify hair and scalp condition to provide recommendations on hair products and services
- Perform commercial haircutting and hairstyling
- Perform basic hair colouring
- Perform basic hair perming and straightening
- Deliver hair and scalp care treatments

Senior Hairstylist

JOB ROLE SUMMARY

The Senior Hairstylist is responsible for supervising daily salon operations and performing contemporary haircutting and hairstyling services. He/She possesses knowledge of hair and scalp care, and provides recommendations on products and services to customers based on analysis of their hair and scalp conditions.

He works in a hair salon, ensuring the maintenance of inventory, timely follow-up with customers, cleanliness of the salon and maintenance of equipment. He is expected to stand for long hours and maintain strong customer relationships over a series of touch points. An excellent team player, he also provides guidance to junior staff.

He is self-driven, projects a professional image and interacts well with a diverse range of customers.

KEY RESPONSIBILITIES	TASKS
Deliver Service Excellence	<ul style="list-style-type: none">· Expand network of customer relationships beyond existing customer base· Handle complex enquiries and requests· Communicate effectively to serve a diverse range of customers· Supervise staff to meet established organisational service standards and procedures· Drive customer service innovation initiatives
Deliver Operation Excellence	<ul style="list-style-type: none">· Manage customer details and appointment records· Monitor inventory stock levels· Supervise work area preparation and maintenance for service delivery· Conduct checks on equipment to ensure its readiness for service delivery· Supervise staff to meet established organisational operating standards and procedures
Manage Self and Team	<ul style="list-style-type: none">· Drive collaboration and teamwork amongst team members· Monitor team's performance against established performance metrics and targets· Facilitate trainings sessions and on-the-job training for team members· Contribute specialised skills as part of team's headcount and capability mix· Promote awareness of latest industry trends amongst team
Manage Hygiene and Safety Standards	<ul style="list-style-type: none">· Oversee personal sanitation and health practices within team in accordance with hygiene and safety standards and procedures· Supervise team members in advising customers on organisational hygiene and safety standards and procedures· Inspect maintenance activities in accordance with organisational hygiene and safety standards and procedures· Inspect products and equipment in accordance with organisational hygiene and safety standards and procedures· Take corrective action on non-conformances to established organisational standards and procedures

KEY RESPONSIBILITIES TASKS

Perform Hair Services

- Perform consultation and analysis of hair and scalp condition to provide recommendations on hair products and services
- Perform contemporary haircutting and hairstyling
- Perform basic hair colouring
- Perform basic perming and straightening
- Deliver hair and scalp care treatments

Artistic Director

JOB ROLE SUMMARY

The Artistic Director is responsible for driving operations and service excellence relating to hair services. He/She possesses deep expertise in haircutting and hairstyling, and has knowledge in curating new hair services and designs based on industry trends. He designs and performs non-commercial creative haircutting and hairstyling services, while keeping up to date and contributing to the latest industry trends in the hair sector. He establishes service and operating guidelines and procedures, and ensures alignment with industry-established hygiene and safety standards.

He is a leader who coaches his team by delivering in-house training programmes and manages their performance in accordance with performance metrics and targets that he sets.

He is adaptable, highly driven and service-oriented. He also possesses strong people management skills and is able to engage with management and key stakeholders.

KEY RESPONSIBILITIES

TASKS

Deliver Service Excellence

- Expand network of customer relationships beyond existing customer base
- Resolve enquiries and requests which require deviations from organisational service standards and procedures
- Tailor communications to suit a diverse range of stakeholders
- Establish organisational service standards and procedures to uphold organisation's service vision
- Develop customer service innovation initiatives

Deliver Operation Excellence

- Define customer record management and maintenance requirements
- Define inventory variety and quantity requirements based on operational needs
- Establish organisational operating standards and procedures for work area preparation and maintenance
- Establish organisational operating standards and procedures for equipment preparation and maintenance
- Establish organisational operating standards and procedures for daily operations

Manage Self and Team

- Optimise collaboration across teams and with external stakeholders
- Establish performance metrics and targets for team members
- Lead in-house training programmes to upskill team
- Optimise team headcount and capability mix
- Support Research & Development efforts on industry trends

Manage Hygiene and Safety Standards

- Establish organisational standards and procedures for personal hygiene and safety for team members
- Establish organisational hygiene and safety standards and procedures in order to service customers
- Establish organisational hygiene and safety standards and procedures for maintenance activities
- Establish organisational hygiene and safety standards and procedures for inventory storage and handling
- Establish guidelines for resolving non-conformances to organisational hygiene and safety standards and procedures

KEY RESPONSIBILITIES TASKS

Perform Hair Services

- Establish procedures for consultation on hair services and analysis of hair and scalp
- Perform non-commercial creative haircutting and hairstyling
- Perform advanced hair colouring
- Perform advanced hair perming and straightening
- Curate hair services based on current hair trends and customer demands

Hair Technician

JOB ROLE SUMMARY

The Hair Technician is responsible for supervising daily salon operations and specialises in performing advanced hair colouring, straightening and perming services. He/She possesses knowledge of hair and scalp care, and provides recommendations on products and services to customers based on analysis of their hair and scalp conditions.

He works in a hair salon, ensuring the maintenance of inventory, timely follow-up with customers, cleanliness of the salon and maintenance of equipment. He is expected to stand for long hours and maintain strong customer relationships over a series of touch points. An excellent team player, he also provides guidance to junior staff.

He is self-driven, projects a professional image and interacts well with a diverse range of customers.

KEY RESPONSIBILITIES

TASKS

Deliver Service Excellence

- Expand network of customer relationships beyond existing customer base
- Handle complex enquiries and requests
- Communicate effectively to serve a diverse range of customers
- Supervise staff to meet established organisational service standards and procedures
- Drive customer service innovation initiatives

Deliver Operation Excellence

- Manage customer details and appointment records
- Monitor inventory stock levels
- Supervise work area preparation and maintenance for service delivery
- Conduct checks on equipment to ensure its readiness for service delivery
- Supervise staff to meet established organisational operating standards and procedures

Manage Self and Team

- Drive collaboration and teamwork amongst team members
- Monitor team's performance against established performance metrics and targets
- Facilitate trainings sessions and on-the-job training for team members
- Contribute specialised skills as part of team's headcount and capability mix
- Promote awareness of latest industry trends amongst team

Manage Hygiene and Safety Standards

- Oversee personal sanitation and health practices within team in accordance with hygiene and safety standards and procedures
- Supervise team members in advising customers on organisational hygiene and safety standards and procedures
- Inspect maintenance activities in accordance with organisational hygiene and safety standards and procedures
- Inspect products and equipment in accordance with organisational hygiene and safety standards and procedures
- Take corrective action on non-conformances to established organisational standards and procedures

KEY RESPONSIBILITIES TASKS

Perform Hair Services

- Perform consultation and analysis of hair and scalp condition to provide recommendations on hair products and services
- Deliver commercial hairstyling services
- Perform advanced hair colouring
- Perform advanced hair perming and straightening

Technical Specialist

JOB ROLE SUMMARY

The Technical Specialist is responsible for driving operations and service excellence relating to hair services. He/She possesses deep expertise in hair colouring, straightening and perming, and has knowledge in curating new hair colours and designs based on industry trends. He designs and performs bespoke hair colouring, straightening and perming services, while keeping up to date and contributing to the latest industry trends in the hair sector. He establishes service and operating guidelines and procedures, and ensures alignment with industry-established hygiene and safety standards.

He is a leader who coaches his team by delivering in-house training programmes and manages their performance in accordance with performance metrics and targets that he sets.

He is adaptable, highly driven and service-oriented. He also possesses strong people management skills and is able to engage with management and key stakeholders.

KEY RESPONSIBILITIES	TASKS
Deliver Service Excellence	<ul style="list-style-type: none">· Expand network of customer relationships beyond existing customer base· Resolve enquiries and requests which require deviations from organisational service standards and procedures· Tailor communications to suit a diverse range of stakeholders· Establish organisational service standards and procedures to uphold organisation's service vision· Develop customer service innovation initiatives
Deliver Operation Excellence	<ul style="list-style-type: none">· Define customer record management and maintenance requirements· Define inventory variety and quantity requirements based on operational needs· Establish organisational operating standards and procedures for work area preparation and maintenance· Establish organisational operating standards and procedures for equipment preparation and maintenance· Establish organisational operating standards and procedures for daily operations
Manage Self and Team	<ul style="list-style-type: none">· Optimise collaboration across teams and with external stakeholders· Establish performance metrics and targets for team members· Lead in-house training programmes to upskill team· Optimise team headcount and capability mix· Support Research & Development efforts on industry trends
Manage Hygiene and Safety Standards	<ul style="list-style-type: none">· Establish organisational standards and procedures for personal hygiene and safety for team members· Establish organisational hygiene and safety standards and procedures in order to service customers· Establish organisational hygiene and safety standards and procedures for maintenance activities· Establish organisational hygiene and safety standards and procedures for inventory storage and handling· Establish guidelines for resolving non-conformances to organisational hygiene and safety standards and procedures

KEY RESPONSIBILITIES TASKS

Perform Hair Services

- Establish procedures for consultation on hair services and analysis of hair and scalp
- Deliver commercial hairstyling services
- Perform bespoke hair colouring
- Perform bespoke hair perming and straightening
- Curate hair services based on current hair trends and customer demands

Scalp Therapist

JOB ROLE SUMMARY

The Scalp Therapist is responsible for supervising daily operations of the hair salon or hair care centre, and performing basic trichology treatments. He/She possesses specialised trichology knowledge and provides recommendations on products and services to customers based on analysis of their hair and scalp conditions.

He works in a hair salon or a hair care centre, ensuring the maintenance of inventory, timely follow-up with customers, cleanliness of the work area and maintenance of equipment. He is expected to have keen interests in trichology and maintain strong customer relationships over a series of touch points. An excellent team player, he also provides guidance to junior staff.

He is self-driven, projects a professional image and interacts well with a diverse range of customers.

KEY RESPONSIBILITIES	TASKS
Deliver Service Excellence	<ul style="list-style-type: none">· Expand network of customer relationships beyond existing customer base· Handle complex enquiries and requests· Communicate effectively to serve a diverse range of customers· Supervise staff to meet established organisational service standards and procedures· Drive customer service innovation initiatives
Deliver Operation Excellence	<ul style="list-style-type: none">· Manage customer details and appointment records· Monitor inventory stock levels· Supervise work area preparation and maintenance for service delivery· Conduct checks on equipment to ensure its readiness for service delivery· Supervise staff to meet established organisational operating standards and procedures
Manage Self and Team	<ul style="list-style-type: none">· Drive collaboration and teamwork amongst team members· Monitor team's performance against established performance metrics and targets· Facilitate trainings sessions and on-the-job training for team members· Contribute specialised skills as part of team's headcount and capability mix· Promote awareness of latest industry trends amongst team
Manage Hygiene and Safety Standards	<ul style="list-style-type: none">· Oversee personal sanitation and health practices within team in accordance with hygiene and safety standards and procedures· Supervise team members in advising customers on organisational hygiene and safety standards and procedures· Inspect maintenance activities in accordance with organisational hygiene and safety standards and procedures· Inspect products and equipment in accordance with organisational hygiene and safety standards and procedures· Take corrective action on non-conformances to established organisational standards and procedures

KEY RESPONSIBILITIES **TASKS**

Perform Hair Services

- Perform specialised Trichology consultation and analysis of hair and scalp condition to provide recommendations on hair products and services
- Deliver commercial hairstyling services
- Deliver basic Trichology treatments

Scalp Specialist

JOB ROLE SUMMARY

The Scalp Specialist is responsible for driving operations and service excellence relating to trichology services. He/She possesses deep expertise in trichology, and has knowledge in customised trichology treatments based on customers' needs. He performs specialised trichology consultation services and treatments, while keeping up to date and contributing to the latest industry trends in the trichology sector. He establishes service and operating guidelines and procedures, and ensures alignment with industry-established hygiene and safety standards.

He is a leader who coaches his team by delivering in-house training programmes and manages their performance in accordance with performance metrics and targets that he sets.

He is adaptable, highly driven and service-oriented. He also possesses strong people management skills and is able to engage with management and key stakeholders.

KEY RESPONSIBILITIES	TASKS
Deliver Service Excellence	<ul style="list-style-type: none">· Expand network of customer relationships beyond existing customer base· Resolve enquiries and requests which require deviations from organisational service standards and procedures· Tailor communications to suit a diverse range of stakeholders· Establish organisational service standards and procedures to uphold organisation's service vision· Develop customer service innovation initiatives
Deliver Operation Excellence	<ul style="list-style-type: none">· Define customer record management and maintenance requirements· Define inventory variety and quantity requirements based on operational needs· Establish organisational operating standards and procedures for work area preparation and maintenance· Establish organisational operating standards and procedures for equipment preparation and maintenance· Establish organisational operating standards and procedures for daily operations
Manage Self and Team	<ul style="list-style-type: none">· Optimise collaboration across teams and with external stakeholders· Establish performance metrics and targets for team members· Lead in-house training programmes to upskill team· Optimise team headcount and capability mix· Support Research & Development efforts on industry trends
Manage Hygiene and Safety Standards	<ul style="list-style-type: none">· Establish organisational standards and procedures for personal hygiene and safety for team members· Establish organisational hygiene and safety standards and procedures in order to service customers· Establish organisational hygiene and safety standards and procedures for maintenance activities· Establish organisational hygiene and safety standards and procedures for inventory storage and handling· Establish guidelines for resolving non-conformances to organisational hygiene and safety standards and procedures

KEY RESPONSIBILITIES TASKS

Perform Hair Services

- Establish procedures for specialised Trichology consultation and analysis
- Deliver specialised Trichology treatments
- Curate hair services based on current hair trends and customer demands

Barber

JOB ROLE SUMMARY

The Barber is responsible for supervising daily barbershop operations and performing men's haircutting, hairstyling, and facial grooming services. He/She possesses knowledge of men's hair and facial hair, and provides recommendations on products and services to customers based on analysis of their hair and scalp conditions. He also provides head, face and neck massage services to complement the primary hair services.

He works in a barbershop, ensuring the maintenance of inventory, timely follow-up with customers, cleanliness of the barbershop and maintenance of equipment. He is expected to stand for long hours and maintain strong customer relationships over a series of touch points. An excellent team player, he also provides guidance to junior staff.

He is self-driven, projects a professional image and interacts well with a diverse range of customers.

KEY RESPONSIBILITIES	TASKS
Deliver Service Excellence	<ul style="list-style-type: none">· Expand network of customer relationships beyond existing customer base· Handle complex enquiries and requests· Communicate effectively to serve a diverse range of customers· Supervise staff to meet established organisational service standards and procedures· Drive customer service innovation initiatives
Deliver Operation Excellence	<ul style="list-style-type: none">· Manage customer details and appointment records· Monitor inventory stock levels· Supervise work area preparation and maintenance for service delivery· Conduct checks on equipment to ensure its readiness for service delivery· Supervise staff to meet established organisational operating standards and procedures
Manage Self and Team	<ul style="list-style-type: none">· Drive collaboration and teamwork amongst team members· Monitor team's performance against established performance metrics and targets· Facilitate trainings sessions and on-the-job training for team members· Contribute to team's capability mix· Promote latest industry trends awareness to team
Manage Hygiene and Safety Standards	<ul style="list-style-type: none">· Oversee personal sanitation and health practices within team in accordance with hygiene and safety standards and procedures· Supervise team members in advising customers on organisational hygiene and safety standards and procedures· Inspect maintenance activities in accordance with organisational hygiene and safety standards and procedures· Inspect products and equipment in accordance with organisational hygiene and safety standards and procedures· Take corrective action to rectify non-conformances in accordance with established organisational standards and procedures

KEY RESPONSIBILITIES TASKS

Perform Hair Services

- Perform consultation and analysis of hair and scalp condition to provide recommendations on hair products and services
- Deliver hair and facial hair treatment services with head, face, and neck massages
- Perform basic hair colouring
- Deliver men's haircutting and styling services using a blend of techniques
- Deliver men's facial hair grooming and hair removal services

Master Barber

JOB ROLE SUMMARY

The Master Barber is responsible for driving operations and service excellence relating to men's hair and facial hair services. He/She possesses deep expertise in men's haircutting, hairstyling and facial grooming, and has knowledge in curating new hair services and designs based on industry trends. He designs and performs bespoke men's haircutting and hairstyling services, while keeping up to date and contributing to the latest industry trends in the barbering sector. He establishes service and operating guidelines and procedures, and ensures alignment with industry-established hygiene and safety standards.

He is a leader who coaches his team by delivering in-house training programmes and manages their performance in accordance with performance metrics and targets that he sets.

He is adaptable, highly driven and service-oriented. He also possesses strong people management skills and is able to engage with management and key stakeholders.

KEY RESPONSIBILITIES	TASKS
Deliver Service Excellence	<ul style="list-style-type: none">· Expand network of customer relationships beyond existing customer base· Resolve enquiries and requests which require deviations from organisational service standards and procedures· Tailor communications to suit a diverse range of stakeholders· Establish organisational service standards and procedures to uphold organisation's service vision· Develop customer service innovation initiatives
Deliver Operation Excellence	<ul style="list-style-type: none">· Define customer record management and maintenance requirements· Define inventory variety and quantity requirements based on operational needs· Establish organisational operating standards and procedures for work area preparation and maintenance· Establish organisational operating standards and procedures for equipment preparation and maintenance· Establish organisational operating standards and procedures for daily operations
Manage Self and Team	<ul style="list-style-type: none">· Optimise collaboration across teams and with external stakeholders· Establish performance metrics and targets for team members· Lead in-house training programmes to upskill team· Optimise team headcount and capability mix· Support Research & Development efforts on industry trends
Manage Hygiene and Safety Standards	<ul style="list-style-type: none">· Establish organisational standards and procedures for personal hygiene and safety for team members· Establish organisational hygiene and safety standards and procedures in order to service customers· Establish organisational hygiene and safety standards and procedures for maintenance activities· Establish organisational hygiene and safety standards and procedures for inventory storage and handling· Establish guidelines for resolving non-conformances to organisational hygiene and safety standards and procedures

KEY RESPONSIBILITIES TASKS

Perform Hair Services

- Establish procedures for consultation on hair services and analysis of hair and scalp
- Deliver hair and facial hair treatment services with head, face, and neck massages
- Perform basic hair colouring
- Deliver bespoke men's haircutting and styling services
- Deliver bespoke men's facial grooming and hair removal services
- Curate hair services based on current hair trends and customer demands