



# *makeup*

## **JOB ROLES**

Makeup Assistant

Beauty Advisor

Retail Beauty Manager

Makeup Artist

Senior Makeup Artist

Chief Makeup Artist

Special Effects Makeup Artist

Special Effects Makeup Specialist



## REZANI RAMLI

**Special Effects Makeup Specialist**  
Makeover Magix

### A BEAUTY MAKEOVER

Rezani Ramli's career trajectory is not what one would typically have expected. After over 10 years in the field of Management and Marketing, Rezani found herself entering the beauty services industry in 2010. "I was feeling insecure in my corporate life and wondered how I could make my career more sustainable". She firmly recalls, "Instead of having to look for a job, I wanted to be in a position to create jobs. I realised I needed a 'hard' skill".

Her foray into the industry began with training that qualified her to be a Makeup Artist. Fueled by her passion for makeup, Rezani sought to hone her makeup artistry skillset beyond conventional and commercial styles but was met with limited local training at the time. She turned to social media for guidance and was pleasantly surprised by the online community of Makeup Artists who generously answered her questions and recommended reputable trainers who would be conducting courses in Singapore and Malaysia.

It was through such recommendations that Rezani attended a masterclass on Special Effects (SFX) and Airbrush makeup. This was her first exposure to non-conventional makeup techniques and she picked up new skills in prosthetics construction and application. Since then, she has had an illustrious makeup career with experiences that include transforming actors for Halloween Horror Nights 2011 at Universal Studios, being part of the award-winning team for Best Makeup on Indonesian blockbuster movie, "Habibie & Ainun", and supporting the Hollywood SFX makeup team in Malaysia for a film starring Chris Hemsworth.

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**SFX MAKEUP  
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Today, Rezani is the proud owner of Makeover Magix, a makeup studio offering a plethora of makeup services ranging from commercial and bridal, to broadcast and SFX makeup. "As an SFX Makeup Specialist, I provide consultation on SFX makeup design, as well as procure and construct the required materials for any given look." She adds that her responsibilities as a team lead include business development, managing budget and client expectations, staffing the right resources on a project, and supervising the quality of the makeup services delivered by her team.

The different facets of her role have led Rezani to understand that "soft skills around health and safety, customer service and teamwork are as important as the technical makeup skills in this industry". She notes that the Competency Framework for Beauty Services highlights the skills required at each career step towards becoming an SFX Makeup Specialist, and hopes that this will pave the way for more specialised makeup trainings in Singapore.

With growing demand for SFX makeup locally and globally, new techniques and material are constantly being introduced. "People associate this industry with glitz and glamour, but it is actually very demanding skills-wise. SFX makeup requires an enthusiastic attitude towards continuous learning, no matter how proficient you are. But if you have the unwavering grit and passion to learn, this is the career for you," she says.

# Makeup Assistant

## JOB ROLE SUMMARY

The Makeup Assistant is responsible for supporting the delivery of basic makeup services and daily operations in his or her work environment. He/She maintains strong customer relationships through excellent customer service and by keeping customer database up-to-date. He delivers a variety of makeup services under the guidance of senior staff and provides basic recommendations on makeup products and services to customers.

The Makeup Assistant may be expected to work in a variety of environments including salons, studios, production houses, retail storefronts or at photoshoots and various events. He is an excellent team player, supporting his team in preparing the work area and equipment for service delivery, and maintaining inventory stock.

He is neat and presentable at all times, and is meticulous in carrying out his duties.

KEY RESPONSIBILITIES	TASKS
<b>Deliver Service Excellence</b>	<ul style="list-style-type: none"><li>· Build relationships with customers during service and interaction</li><li>· Address or escalate enquiries and requests</li><li>· Communicate clearly in local language(s) to serve customers</li><li>· Adhere to established organisational service standards and procedures</li><li>· Execute established service innovation initiatives</li></ul>
<b>Deliver Operation Excellence</b>	<ul style="list-style-type: none"><li>· Perform data entry for customer details and appointment records</li><li>· Maintain stock inventory according to operational needs</li><li>· Prepare and maintain work area for service delivery</li><li>· Prepare and maintain equipment for service delivery</li><li>· Adhere to established organisational operating standards and procedures</li></ul>
<b>Manage Self and Team</b>	<ul style="list-style-type: none"><li>· Work collaboratively with others to deliver services</li><li>· Manage personal performance in accordance with established performance metrics and targets</li><li>· Participate in training to improve personal skills</li><li>· Keep up to date with latest industry trends</li></ul>
<b>Manage Hygiene and Safety Standards</b>	<ul style="list-style-type: none"><li>· Observe personal sanitation and health practices in accordance with organisational hygiene and safety standards and procedures</li><li>· Provide customer with information and equipment required for safe delivery of service</li><li>· Execute maintenance activities in accordance with organisational hygiene and safety standards and procedures</li><li>· Handle products and equipment in accordance with organisational hygiene and safety standards and procedures</li><li>· Escalate any non-conformance to organisational hygiene and safety standards and procedures to senior staff</li></ul>

## KEY RESPONSIBILITIES    TASKS

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### **Perform Makeup Services**

- Provide basic recommendations on makeup products and services
- Deliver basic conventional makeup services as instructed
- Deliver basic broadcast, theatre, editorial and fashion makeup services as instructed
- Deliver basic bridal makeup services as instructed
- Perform makeup product demonstrations as needed

# Beauty Advisor

## JOB ROLE SUMMARY

The Beauty Advisor is responsible for promoting awareness on brand makeup products and services. He/She performs makeup application for retail customers upon request, and possesses strong knowledge of the latest makeup products, tools and services offered by the represented brand. In addition, he is able to provide recommendations to customers based on their skin condition, facial structure and preferences. He also educates customers on the products and application methods based on brand guidelines.

He is expected to work at a retail storefront, ensuring the smooth functioning, maintenance and cleanliness of the work area, equipment and inventory. He also possesses strong customer management skills to deliver excellent service and maintain strong customer relationships. In addition, he may be expected to assist in the facilitation of product demonstration workshops or events as organised by the represented brand.

He is expected to be well-groomed and presentable at all times to uphold the brand image and reputation. He is self-driven, projects a professional image and interacts well with a diverse range of customers.

### KEY RESPONSIBILITIES

### TASKS

#### Deliver Service Excellence

- Build relationships with customers during service and interaction
- 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 the brand's established 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
- Guide team members through on-the-job training
- Contribute specialised skills as part of team's headcount and capability mix
- Keep up to date with latest industry trends

#### 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

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### **Perform Makeup Services**

- Perform advanced consultation and analysis of skin condition and facial structure to provide recommendations on makeup products
- Perform conventional makeup application on customers using brand products
- Support delivery of makeup product demonstration workshops by brand
- Contribute to the development of customised makeup image designs for the brand

# Retail Beauty Manager

## JOB ROLE SUMMARY

The Retail Beauty Manager represents a makeup brand and is responsible for ensuring team members meet the brand's established standards. He/She possesses in-depth knowledge on various makeup brand products and services, and the latest makeup trends in the industry. He specialises in conducting product demonstration workshops to educate customers on makeup application, and to promote awareness of the brand and its latest product lines. He is able to mentor and lead a team in maintaining and enhancing the brand's image by ensuring consistency in the quality of makeup services provided.

He possesses strong retail and sales knowledge in order to drive the sales performance of the team based on the brand's established metrics and targets. He operates in a corporate environment and may be expected to travel to retail storefronts and various branding events as required.

As a representative of the brand, he is well-groomed and presentable at all times. He is creative and able to identify elements of emerging trends to incorporate into seasonal makeup image designs for the brand.

KEY RESPONSIBILITIES	TASKS
<b>Deliver Service Excellence</b>	<ul style="list-style-type: none"><li>· Expand network of customer relationships beyond existing customer base</li><li>· Resolve enquiries and requests which require deviations from organisational service standards and procedures</li><li>· Tailor communications to suit a diverse range of stakeholders</li><li>· Establish organisational service standards and procedures to uphold the brand's service vision</li><li>· Develop customer service innovation initiatives in accordance to the brand's service standards</li></ul>
<b>Deliver Operation Excellence</b>	<ul style="list-style-type: none"><li>· Define customer record management and maintenance requirements in accordance with brand directives</li><li>· Define inventory variety and quantity requirements based on operational needs</li><li>· Establish organisational operating standards and procedures for work area preparation and maintenance in accordance with brand directives</li><li>· Establish organisational operating standards and procedures for equipment preparation and maintenance in accordance with brand directives</li><li>· Enforce compliance to the brand's operating standards and procedures for daily operations</li><li>· Support the planning of product demonstration events by providing technical feedback</li></ul>
<b>Manage Self and Team</b>	<ul style="list-style-type: none"><li>· Optimise collaboration across teams and with external stakeholders</li><li>· Establish performance metrics and targets for team members</li><li>· Lead in-house training programmes to upskill team</li><li>· Optimise team headcount and capability mix</li><li>· Promote awareness of latest industry trends amongst team</li></ul>
<b>Manage Hygiene and Safety Standards</b>	<ul style="list-style-type: none"><li>· Establish organisational standards and procedures for personal hygiene and safety for team members</li><li>· Establish organisational hygiene and safety standards and procedures in order to service customers</li><li>· Establish organisational hygiene and safety standards and procedures for maintenance activities</li></ul>

## KEY RESPONSIBILITIES    TASKS

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### **Manage Hygiene and Safety Standards**

- 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

### **Perform Makeup Services**

- Establish procedures for consultation on makeup products and analysis of skin condition and facial structure
- Lead makeup product demonstration workshops by brand
- Create seasonal makeup image designs for the brand
- Assist in the delivery of conventional, broadcast, theatre, editorial and fashion makeup services, as needed

# Makeup Artist

## JOB ROLE SUMMARY

The Makeup Artist is responsible for performing a variety of basic makeup services. He/She possesses knowledge of makeup services and products, and provides recommendations to customers based on their facial skin conditions, facial structure and preferences. He ensures the smooth functioning of daily operations through maintenance of inventory, timely follow-up with customers, cleaning of the work area and maintenance of equipment.

He may be expected to work in a variety of studio environments, onsite production locations and events. He is expected to maintain strong customer relationships through excellent customer service. He also provides guidance to junior staff and is an excellent team player.

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

KEY RESPONSIBILITIES	TASKS
<b>Deliver Service Excellence</b>	<ul style="list-style-type: none"><li>· Build relationships with customers during service and interaction</li><li>· Address or escalate enquiries and requests</li><li>· Communicate clearly in local language(s) to serve customers</li><li>· Adhere to established organisational service standards and procedures</li><li>· Execute established service innovation initiatives</li></ul>
<b>Deliver Operation Excellence</b>	<ul style="list-style-type: none"><li>· Perform data entry for customer details and appointment records</li><li>· Maintain stock inventory according to operational needs</li><li>· Prepare and maintain work area for service delivery</li><li>· Prepare and maintain equipment for service delivery</li><li>· Adhere to established organisational operating standards and procedures</li></ul>
<b>Manage Self and Team</b>	<ul style="list-style-type: none"><li>· Work collaboratively with others to deliver services</li><li>· Manage personal performance in accordance with established performance metrics and targets</li><li>· Guide junior staff through on-the-job training</li><li>· Contribute specialised skills as part of team's headcount and capability mix</li><li>· Keep up to date with latest industry trends</li></ul>
<b>Manage Hygiene and Safety Standards</b>	<ul style="list-style-type: none"><li>· Observe personal sanitation and health practices in accordance with organisational hygiene and safety standards and procedures</li><li>· Provide customer with information and equipment required for safe delivery of service</li><li>· Execute maintenance activities in accordance with organisational hygiene and safety standards and procedures</li><li>· Handle products and equipment in accordance with organisational hygiene and safety standards and procedures</li><li>· Escalate any non-conformance to organisational hygiene and safety standards and procedures to senior staff</li></ul>

**KEY RESPONSIBILITIES**   **TASKS**

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**Perform Makeup Services**

- Perform consultation and analysis of skin condition and facial structure to provide recommendations on makeup products and services
- Deliver basic conventional makeup services
- Deliver basic broadcast, theatre, editorial and fashion makeup services
- Deliver basic bridal makeup services
- Perform makeup product demonstrations as needed
- Assist in the delivery of SFX makeup services, as needed

# Senior Makeup Artist

## JOB ROLE SUMMARY

The Senior Makeup Artist is responsible for performing specialised makeup services and has in-depth knowledge to provide advanced consultation to customers. He/She mentors junior staff on makeup techniques and procedures, and supervises them to meet established service and operational standards. He is able to lead his team to achieve service delivery in accordance with performance metrics and targets.

He may operate in a salon, makeup studio or production house, providing makeup services for commercial purposes in-house or at photoshoots and ad hoc events as required.

He is meticulous in performing his duties, and demonstrates finesse and precision in applying makeup according to various styles. He demonstrates strong leadership skills in driving his team to deliver quality makeup services and achieve customer satisfaction.

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

## KEY RESPONSIBILITIES    TASKS

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### **Perform Makeup Services**

- Perform advanced consultation and analysis of skin condition and facial structure to provide recommendations on makeup products and services
- Deliver advanced conventional makeup services
- Deliver advanced broadcast, theatre, editorial and fashion makeup services
- Deliver advanced bridal makeup services
- Contribute to the development of customised makeup image designs according to customer's requirements
- Assist in the delivery of SFX makeup services, as needed

# Chief Makeup Artist

## JOB ROLE SUMMARY

The Chief Makeup Artist is responsible for performing bespoke makeup services, creating customised makeup image designs, providing advanced consultations and managing complex customer service challenges. He/She is also in charge of establishing service and operational standards and procedures, in accordance with industry standards. He curates makeup services to address the latest industry trends, and leads his team by building internal capabilities through in-house training programmes and setting performance metrics and targets.

He is expected to deal with multiple parties in the workplace and needs to have excellent communication skills to cater to a diverse range of stakeholders. To perform all his duties, he must be highly driven and possess strong interpersonal skills, people management skills, customer-centricity, service excellence and team spirit.

## 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

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### **Perform Makeup Services**

- Establish procedures for consultation on makeup services and analysis of skin condition and facial structure
- Deliver customised conventional makeup services
- Deliver advanced bridal makeup services
- Conceptualise makeup image designs in consultation with customers and other creative directors

# Special Effects Makeup Artist

## JOB ROLE SUMMARY

The Special Effects Makeup Artist is responsible for delivering special effects (SFX) makeup services and has in-depth knowledge to provide advanced consultation to customers. He/She mentors junior staff on SFX makeup techniques and procedures, and supervises them to meet established service and operational standards. He is able to lead his team to achieve service delivery in accordance with performance metrics and targets.

He operates in a studio environment, providing SFX makeup services for broadcast and theatre purposes, photoshoots and various ad hoc events. In addition, he is expected to procure and construct SFX makeup props and prosthetics using appropriate tools, products and materials as instructed.

He is meticulous in performing his duties, and demonstrates creativity and resourcefulness in contributing to the development of new SFX makeup designs.

KEY RESPONSIBILITIES	TASKS
<b>Deliver Service Excellence</b>	<ul style="list-style-type: none"><li>· Sustain customer relationships over a series of touch points with reference to customer treatment history</li><li>· Handle complex enquiries and requests</li><li>· Communicate effectively to serve a diverse range of customers</li><li>· Supervise staff to meet established organisational service standards and procedures</li><li>· Drive customer service innovation initiatives</li></ul>
<b>Deliver Operation Excellence</b>	<ul style="list-style-type: none"><li>· Manage customer details and appointment records</li><li>· Monitor inventory stock levels</li><li>· Supervise work area preparation and maintenance for service delivery</li><li>· Conduct checks on equipment to ensure its readiness for service delivery</li><li>· Supervise staff to meet established organisational operating standards and procedures</li><li>· Procure SFX makeup material or ready-made props based on order list</li><li>· Construct and modify SFX props and prosthetics in accordance with specifications</li></ul>
<b>Manage Self and Team</b>	<ul style="list-style-type: none"><li>· Drive collaboration and teamwork amongst team members</li><li>· Monitor team's performance against established performance metrics and targets</li><li>· Facilitate trainings sessions and on-the-job training for team members</li><li>· Contribute specialised skills as part of team's headcount and capability mix</li><li>· Promote awareness of latest industry trends amongst team</li></ul>
<b>Manage Hygiene and Safety Standards</b>	<ul style="list-style-type: none"><li>· Oversee personal sanitation and health practices within team in accordance with hygiene and safety standards and procedures</li><li>· Supervise team members in advising customers on organisational hygiene and safety standards and procedures</li><li>· Inspect maintenance activities in accordance with organisational hygiene and safety standards and procedures</li></ul>

## KEY RESPONSIBILITIES    TASKS

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### **Manage Hygiene and Safety Standards**

- 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

### **Perform Makeup Services**

- Perform consultation and analysis of skin condition and facial structure to provide recommendations on SFX makeup products and services
- Deliver SFX makeup services in accordance with organisational standards and procedures
- Contribute to the development of customised SFX makeup designs according to customer's requirements or established creative direction
- Assist in the delivery of conventional, broadcast, theatre, editorial and fashion makeup services, as needed

# Special Effects Makeup Specialist

## JOB ROLE SUMMARY

The Special Effects Makeup Specialist is responsible for designing and performing bespoke special effects (SFX) makeup services, creating customised SFX makeup designs and providing advanced consultations. He/She is also in charge of establishing service and operational standards and procedures, in accordance with industry standards. He curates SFX makeup services, materials and tools to address the latest industry trends, and leads his team by building internal capabilities through in-house training programmes and setting performance metrics and targets.

He is expected to deal with multiple parties in the workplace, including other creative directors, and needs to have excellent communication skills to cater to a diverse range of stakeholders. To perform all his duties, he must be highly driven and possess strong interpersonal skills, people management skills, customer-centricity, service excellence and team spirit.

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

## KEY RESPONSIBILITIES    TASKS

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### **Manage Hygiene and Safety Standards**

- 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

### **Perform Makeup Services**

- Establish procedures for consultation on SFX makeup services and analysis of skin condition and facial structure
- Deliver customised SFX makeup services
- Create customised SFX makeup designs in consultation with customers and other creative directors
- Assist in the delivery of conventional, broadcast, theatre, editorial and fashion makeup services, as needed