



nails

JOB ROLES

Nail Apprentice

Manicurist

Senior Manicurist

Nail Artist

Nail Technician



CHRISTINE LEE

Nail Technician

The Nail Status

NAILED IT

Reflecting on her decision to enter the beauty services industry, Christine Lee says, "I had decided not to pursue further education, so I chose a career that would equip me with technical skills."

She started working part-time in a nail salon 18 years ago, helping with everything from serving beverages to shaping nails and tidying the workplace. "Back in those days, salons had no system in place and I had to fetch water from the toilets because sinks were not installed for pedicures," she recalls.

While her on-the-job training enabled her to perform nail services, Christine was aware that her foundation was lacking as she did not have an in-depth understanding of the products and techniques used. Once she was able to afford it, Christine enrolled in a diploma in nail technology where she learned to incorporate underlying theory with her hands-on experience to improve her skills. Her new-found knowledge also lent her more credibility with her peers and customers.

Soon, Christine was making trips abroad and picking up international best practices through learning programmes and international competitions hosted by nail associations from Japan, Korea and Russia. "I learnt many things, including essentials like setting up the work basket and table for effective service delivery, and sanitising tools to ensure hygiene and safety. Customers noticed the improvements we implemented at the salon and it helped to build their confidence in us," she says.

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MY JOB IS NOT ONLY ABOUT BEAUTIFYING NAILS; I ALSO HELP TO RELIEVE THE DISCOMFORT MY CUSTOMERS FACE WITH BROKEN OR IN-GROWN NAILS.

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Christine is now an award-winning Nail Technician who performs precise nail extensions. She is also the proud owner of 4 nail salons in Singapore who leads a team of 20 nail practitioners. She shares that her capable senior staff are empowered to run the outlets independently and she focuses more on establishing guidelines and procedures for her team to follow. "As the team grows, I need to be fair and hold everyone to the same standards. This is more easily achieved when the team has clear expectations on performance and skillsets, such as the industry-recognised standards in the Competency Framework for Beauty Services."

She adds that customers' expectations for nail services have increased as manicures and pedicures become more popular. "Nails are now a key component of personal grooming and image, and customers expect more complex nail art and nail extensions. The industry has responded with increasingly professional training and specialized products to achieve advanced nail services."

"There are still people who think that performing manicures and pedicures is a low-grade job but I am proud of what I do. My job is not only about beautifying nails; I also help to relieve the discomfort my customers face with broken or in-grown nails. I have customers with walking difficulties who visit my salons regularly, and they are very appreciative of the service I provide. That's how I know I'm making a difference to their wellbeing," she says, reflecting on what has kept her motivated through the years.

Nail Apprentice

JOB ROLE SUMMARY

The Nail Apprentice is responsible for supporting daily operations, including assisting in the delivery natural nail care and hand and foot treatments. He/She prepares the colour charts and recommends suitable nail polish colours based on customers' preferences. He also provides information on nail products and services, and ensures the tools and work area are ready for service delivery in accordance with hygiene and safety standards.

He works at beauty centres and nail salons where he builds strong customer relationships through excellent customer service. He is well-groomed at all times and is a good team player.

KEY RESPONSIBILITIES	TASKS
Deliver Service Excellence	<ul style="list-style-type: none">· 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	<ul style="list-style-type: none">· 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 and colour charts for service delivery· Adhere to established organisational operating standards and procedures
Manage Self and Team	<ul style="list-style-type: none">· 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	<ul style="list-style-type: none">· 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 Nail Services	<ul style="list-style-type: none">· Provide information on nail products and services· Recommend nail polish colour after removing previous nail polish· Assist in the delivery of natural nail care· Assist in the delivery of hand and foot treatments

Manicurist

JOB ROLE SUMMARY

The Manicurist is responsible for delivering wet natural nail care, and hand and foot treatment services. He/She also performs basic nail art using air-dry polish and assists with preparations for nail repair services. As part of the nail services, he provides basic consultation and recommendation based on customer's needs. He ensures the tools and work area are ready for service delivery in accordance with hygiene and safety standards

He works at beauty centres and nail salons where he builds strong customer relationships through excellent customer service. He is well-groomed at all times, has strong communication skills and keep up to date with industry trends.

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
- Contribute basic skills as part of team's headcount and capability mix
- 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

KEY RESPONSIBILITIES TASKS

Perform Nail Services

- Provide basic consultation and recommendation based on customer's needs
- Perform wet natural nail care
- Remove and apply air-dry nail polish
- Perform hand and foot treatments
- Assist with preparation for nail repair services
- Perform basic nail art

Senior Manicurist

JOB ROLE SUMMARY

The Senior Manicurist is responsible for delivering wet and dry natural nail care before removing and applying air-dry or light-cured nail polish. He/She also performs advanced nail art, basic nail extensions, basic nail repairs, as well as hand and foot treatments. As part of the nail services, he provides advanced consultation and recommendation based on analysis of customers' nail conditions. He supervises daily operations to ensure nail services and maintenance activities are done in accordance with hygiene and safety standards.

He works at beauty centres and nail salons where he maintains strong customer relationships through excellent customer service. He demonstrates leadership skills in driving his team to deliver quality nail services and achieve customer satisfaction.

He has an eye for detail and is meticulous in performing his duties. In addition to being customer-oriented, he has good communication skills and is able to interact well with colleagues and customers.

KEY RESPONSIBILITIES	TASKS
Deliver Service Excellence	<ul style="list-style-type: none">· Sustain customer relationships over a series of touch points with reference to customer treatment history· 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 Nail Services

- Perform advanced consultation and analysis of nail condition to provide recommendations on nail products and services
- Perform wet and dry natural nail care
- Remove and apply air-dry and light-cured nail polish
- Perform hand and foot treatments
- Perform basic nail repairs
- Remove and apply basic nail extensions
- Perform advanced nail art

Nail Artist

JOB ROLE SUMMARY

The Nail Artist is responsible for establishing organisational standards and procedures for the delivery of nail art services, consultation and daily operations. He/She has expertise in performing creative non-commercial nail art and curates the nail art services and techniques offered by the organisation. He 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.

He has an artistic flair and demonstrates finesse and precision in delivering detailed nail art.

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 Nail Services

- Establish procedures for consultation on nail art services and analysis of nail
- Perform creative non-commercial nail art
- Curate nail art services and techniques based on current industry trends and customer demands

Nail Technician

JOB ROLE SUMMARY

The Nail Technician is responsible for establishing organisational standards and procedures for the delivery of nail extension services, consultation and daily operations. He/She has expertise in performing advanced nail extensions and repairs, and curates the nail extension services and techniques offered by the organisation. He 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.

He is detail-oriented, demonstrates precision in his work and adheres to high standards of hygiene and safety.

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 Nail Services

- Establish procedures for consultation on nail extension services and analysis of nail
- Establish standards and procedures for performing natural nail care
- Perform advanced nail repairs
- Remove and apply advanced nail extensions
- Curate nail extension services and techniques based on current industry trends and customer demands