

Job functions and progression pathways in beauty industry* (for reference only)

Practitioners in the beauty industry can develop their careers and progress through multiple pathways. Different job roles (e.g. beauticians, make-up artists, tutors and more) offer individuals opportunities to excel. Some examples of job roles are provided below.

1. Beauty Centre, Health Centre & Spa

	Sample job title	Description*
Managerial level	Director / General Manager	<ul style="list-style-type: none"> Formulates and implements company policies. Oversees and manages the operations of all departments and branches.
	Chief Shop Manager / Operation Manager	<ul style="list-style-type: none"> Takes charge of the overall operations and management of stores. Supervises and instructs staff in completing assigned tasks. Carries out the strategic plans of the company. Formulates and implements sales policies and promotion plans. Controls operational costs.
	Brand / Sales / Marketing Director / Manager	<ul style="list-style-type: none"> Plans, coordinates and implements the business development strategies and sales plans. Establishes branch image. Identifies potential opportunities in order to increase business volume and market share. Arranges sales conventions and seminars. Prepares sales reports and reviews sales/marketing strategies.
Officer level	Sales / Marketing Officer	<ul style="list-style-type: none"> Assists the Sales / Marketing Director / Manager to monitor sales / marketing activities. Prepares sales reports. Organises sales promotion programmes for sales persons.
	Senior Beautician	<ul style="list-style-type: none"> Analyzes skin types of clients. Recommends appropriate beauty services and products. Provides beauty care services.

* Source: 2010 Manpower Survey Report - Beauty Care, Hairdressing and Cosmetics Industry (Appendix 6) (Vocational Training Council) and/or collective input from the Industry Training Advisory Committee (ITAC).

* The progression pathway may be updated upon revision of SCS or recommendations from the ITAC.

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		<ul style="list-style-type: none"> Supervises and advises beauticians on beauty care techniques and the services to customers.
	Senior Make-up Artist	<ul style="list-style-type: none"> Applies appropriate cosmetics products to customers. Provides appropriate advice on make-up. Advises make-up artists on the application of make-up products and relevant technique.
	Slimming Consultant	<ul style="list-style-type: none"> Analyzes health conditions and problems based on professional knowledge and experiences. Recommends appropriate slimming programme. Advises customers to build up proper life styles and suitable diets.
Tradesman level	Beautician	<ul style="list-style-type: none"> Provides beauty care services including facial, body treatments, treatments with electronic equipments, manicure, waxing and make-up services.
	Assistant to Medical Practitioner (Beauty Care)	<ul style="list-style-type: none"> Assists medical practitioners to provide different lasers / intense pulsed light / other light optics or cosmetic treatments. Provide other beauty care services. Perform duties assigned by medical practitioners.
	Make-up Artist	<ul style="list-style-type: none"> Applies cosmetics and make-up techniques to meet customers' requirements for improved appearance.
	Body Therapist	<ul style="list-style-type: none"> Provides massage services and body conditioning treatments for hygienic or remedial purposes. Uses different techniques (hands / equipment) and care products to facilitate blood circulation, relax muscle tension and increase metabolism. Recommends body conditioning treatments.
	Manicurist / Pedicurist	<ul style="list-style-type: none"> Removes old nail polish. Cleans, shapes and smoothes out nails with tools. Applies clear and colour polish.
	Nail Artist	<ul style="list-style-type: none"> Provides nail painting and drawing. Applies nail stickers and affixes three dimensional (3D) sculptures in order to beautify nail appearance for customers (not including nail and hand

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		conditioning treatment).
	Slimming Therapist	<ul style="list-style-type: none"> • Uses equipments and products to reduce weight, facilitate slimming and firm up muscles on an overall or partial basis.
	Beauty Consultant	<ul style="list-style-type: none"> • Provides professional analysis on skin conditions and problems. • Recommends proper skin care solutions and/or advises customers on appropriate life style and skin care concept.
Semi-skilled level	Beauty Assistant	<ul style="list-style-type: none"> • Assists beauticians in providing beauty care services. • Performs duties as assigned and instructed by beauticians. • Receives theoretical and practical training to meet services requirements.
Supporting staff	Marketing Assistant	<ul style="list-style-type: none"> • Implements marketing plans and promotion activities.
	Promoter	<ul style="list-style-type: none"> • Participates in promotion activities. • Sells products to customers or visitors.
	Administrative Staff	<ul style="list-style-type: none"> • Handles all administrative duties (including preparation of schedules, filing and record keeping etc) of the stores.
	Receptionist	<ul style="list-style-type: none"> • Handles telephone enquiries. • Arranges appointments. • Serves customers and provides relevant information. • Maintains relationships with customers.

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QF-recognised programmes

For information on accredited education and training programmes, please try these keywords with the Qualifications Register (QR) (<http://www.hkqr.gov.hk>):

- beauty
- beauty care
- body slimming
- body care
- make up
- cosmetics
- nail
- marketing
- customer service

You may also select these industries:

- Beauty Hairdressing

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