

Job Description

Job Title

Front of House – Hair & Beauty Salon Receptionist

Curriculum Area

Service Industries

Department

Hair & Beauty,

Responsible To

Deputy Head of Service Industries

Responsible For

No Subordinate Staff

Purpose of the Job

To provide exceptional customer service within the Hair & Beauty Salon, managing the appointment booking system to maximise column usage, support the effective operation of the salon, and drive business through excellent service standards, retail promotion, commercial marketing initiatives, and achieving revenue targets.

The postholder will act as the first point of contact for clients, support the assessment and development of learners undertaking reception duties, actively promote students' employability skills by modelling industry best practice, and maintain a reception environment that reflects the standards and expectations of a professional commercial salon.

The role will balance the educational needs of learners with delivering an outstanding client experience and will work collaboratively with the College Marketing Team to promote the Princes Salon, learner treatments, and commercial services to increase income and footfall.

Main Tasks and Responsibilities

1. Financial Responsibilities

- 1.1 Achieve service revenue and retail sales targets.
 - 1.2 Actively promote and upsell salon treatments, products, and retail items.
 - 1.3 Ensure daily and weekly worksheets reconcile accurately with takings.
 - 1.4 Maintain accurate records of retail sales and financial transactions.
 - 1.5 Maximise appointment bookings by efficiently managing the salon booking system and ensuring productivity targets are met.
 - 1.6 Plan, organise, and deliver weekly and monthly promotional campaigns to increase client bookings, retail sales, salon income, and overall footfall.
 - 1.7 Monitor the success of promotions and marketing activities by reviewing booking levels, revenue, and client engagement, making recommendations for future campaigns.
 - 1.8 Work collaboratively with curriculum staff to promote learner-led treatments and commercial salon services to maximise occupancy and income generation.
 - 1.9 Support internal and external marketing events, open days, open evenings, student recruitment events, employer engagement activities, and service industry events to promote the Princes Salon and increase business activity.
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2. Professional Standards

- 2.1 Maintain knowledge of current hairdressing and beauty industry practices, products, trends, and fashions.
 - 2.2 Keep up to date with new collections, treatments, and services within the salon and wider industry.
 - 2.3 Attend relevant internal and external training courses and professional development activities.
 - 2.4 Maintain a professional, positive, and customer-focused approach at all times.
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3. Service Standards

- 3.1 Welcome clients in a professional, friendly, and courteous manner, both face-to-face and over the telephone.

3.2 Respond promptly to enquiries and manage appointments efficiently.

3.3 Provide clients with accurate information and advice on salon services, treatments, retail products, promotions, and learner services.

3.4 Ensure clients are offered refreshments, reading materials, and other facilities to enhance their salon experience.

3.5 Maintain accurate records of customer feedback and complaints, escalating issues where appropriate.

3.6 Attend meetings and training sessions relating to customer service, behaviour standards, image, and appearance.

3.7 Support learners in developing employability skills including communication, customer service, organisation, and commercial awareness.

3.8 Balance the educational needs of learners with the delivery of an excellent client experience, ensuring high standards of customer satisfaction are maintained.

4. Image and Appearance Standards

4.1 Maintain a professional appearance in accordance with the College's dress code and salon standards regarding uniform, hair, makeup, hygiene, and presentation.

4.2 Ensure the reception and salon environment is clean, hygienic, welcoming, and maintained according to daily, weekly, and monthly cleaning schedules.

4.3 Work in partnership with the College Marketing Team to develop, maintain, and promote the Princes Salon's social media platforms, ensuring content is engaging, professional, and aligned with the College's brand guidelines.

4.4 Create and schedule social media content promoting learner treatments, salon services, retail products, special offers, commercial activities, and College events to increase client bookings, income, and footfall.

4.5 Promote the Princes Salon through advertising, stakeholder engagement, local publicity, digital marketing, and participation in marketing activities to enhance the College's reputation, strengthen external relationships, and increase commercial activity.

4.6 Ensure the reception area consistently reflects a professional, industry-standard commercial salon environment that supports learner development and enhances the client experience.

5. Salon Procedures

5.1 Carry out all reasonable duties and administrative tasks requested by management, including contacting learners who are absent from scheduled salon sessions, following up on non-attendance, updating attendance records where appropriate, and providing supervision and cover for salon sessions in the absence of teaching staff where appropriate, while supporting the safe and effective day-to-day operation of the Princes Salon.

5.2 Follow all College and salon Health and Safety policies and procedures.

5.3 Attend mandatory training relating to health and safety, including the safe handling of chemicals and hazardous substances.

5.4 Ensure all salon systems, policies, and operational procedures are followed consistently.

5.5 Maintain confidentiality of client information and comply with data protection requirements.

6. General Responsibilities

6.1 Take responsibility for safeguarding and promoting the welfare of children and vulnerable adults.

6.2 Support, supervise, and assess learners undertaking reception duties within the commercial salon environment, providing coaching, constructive feedback, and recording learner progress in accordance with College and awarding organisation requirements.

6.3 Actively support the development of learners' employability skills by modelling professional behaviours and industry standards within a real commercial salon environment.

6.4 Contribute to the achievement of the College's strategic objectives where appropriate.

6.5 Comply with all College policies, procedures, and Health and Safety legislation.

6.6 Take responsibility for continuous professional development by attending conferences, conventions, training, and updating events.

6.7 Participate fully in the College's staff development and appraisal process.

6.8 Undertake the duties of Fire Marshal within the workplace and surrounding areas.

6.9 Act as a designated First Aider following appropriate training.

6.10 Undertake any other duties commensurate with the grade and level of responsibility as reasonably required by the College.
