

## **Job Title: Artistic Director**

### **Job Overview:**

As an Artistic Director, you are a visionary leader in the beauty industry, renowned for your unparalleled technical expertise. Your role transcends geographical boundaries, with a reputation that extends beyond Ocean County, often reaching national or global level. You play a pivotal role in shaping the artistic direction of the entire salon, while also being a stylist with the highest prices. You bring innovative techniques to the salon and actively share your knowledge with the team. As an educator and mentor, you regularly guide and inspire others while maintaining a highly specialized focus on specific services. The Artistic Director embodies the salon's core values and contributes significantly to its success.

### **Responsibilities:**

1. **Technical Mastery:**
  - Demonstrate exceptional technical skill and expertise that is recognized on a national or global level or has been educated and trained under master certificate programs. In the future, expected to complete Wella's Master Color Expert program.
  - Introduce and implement cutting-edge techniques and services within the salon.
2. **Artistic Direction:**
  - Play a significant role in shaping the artistic direction of the salon, influencing decisions related to services, trends, and overall creative vision.
  - Collaborate with salon leadership to drive the salon's artistic vision forward.
  - Mastery in capturing social media content, understanding marketing and growing clientele, and helps guide on social media.
3. **Education and Mentorship:**
  - Provide ongoing education and mentorship to team members, sharing your knowledge and expertise to elevate their skills.
  - Lead training sessions and workshops to develop the team's capabilities.
4. **Client Services:**
  - Maintain a loyal and specialized clientele, focusing on specific high-end services that align with your expertise.
  - Deliver outstanding and personalized services, setting the highest standard for the salon.
5. **Salon Leadership:**
  - Lead by example, upholding the salon's values, culture, and mission.
  - Act as a role model for the team, inspiring them to reach new heights in their careers.
  - Excels in ALL Key Performance Measures (KPI's) that are expected of a Master Stylist including a client retention rate of 80% or higher.
6. **Career Focused:**
  - Dedicated to growth and mastery through an infinite mindset, acceptance of one's own opportunities and laser focused on goal setting.
  - Understands the salon's vision to inspire more people to become cosmetologists and the role they are taking in spreading this culture.

**Qualifications:**

- Extensive technical education and experience often recognized nationally or globally.
- Valid cosmetology license in NJ.
- A proven track record of technical excellence and innovation.
- A specialized focus on certain services, with a portfolio that reflects your expertise.
- Exceptional leadership and mentoring skills.
- A well-established and loyal clientele.