

DEVELOPING AND MANAGING INDIVIDUALS AND TEAMS

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GROUP 1

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ASSIGNMENT 1

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GHD= GOOD HAIR DAY

A GLOBAL LEADER IN HIGH END PROFESSIONAL HAIR
STYLING TOOLS

FOUNDED IN 2001 BY ENTREPRENEURS MARTIN
PENNY, GARY DOUGLAS, AND ROBERT POWIS

WON OVER 500 BEAUTY AWARDS

"EMPOWER ALL WOMEN TO LOOK AND FEEL
BEAUTIFUL"(ERICSON,2023)

RECRUITMENT PROCESS

- Apply on-line
- Initial screening
- Video/in-person interview
- Team/manager interview
- Application update

APPLY ON-LINE

Candidates apply for open positions by submitting their CV through the GHD careers portal.

"apply via the online recruitment system; resumes are not accepted via contact forms" (ghd 2025)

The application includes a CV, cover letter, and responses to screening questions

Relevant management or technical experience

Leadership background

INITIAL SCREENING

A recruiter may contact successful applicants for an initial phone or video call to learn more about their background and interest in the role.

Online formats are widely used for early rounds; final stages often move to face-to-face for leadership presence and brand immersion (ghd 2025)

VIDEO/IN-PERSON INTERVIEW

Depending on the role and location, candidates might undergo an online video interview or a visit to a local store to meet the team and demonstrate their customer-facing skills.

Conducted by an HR advisor or recruiter.

General behavioural questions ("tell me about a time you led a team")
(indeed,2023.)

TEAM/MANAGER INTERVIEW

Technical or panel interview:

Usually involves 2 or 3 senior managers or project directors.

A competency-based interview using STAR- situation, Task, Action, Result.

Example question "describe a situation where you had to balance client expectations with project constraints." (ghd 2025).

APPLICATION UPDATES

GHD promises to keep candidates updated on the status of their application, either through direct contact or the applicant tracking system.

JOB ANALYSIS

- Job title: Project Manager
- Department: Marketing / Product Development / Retail Operations
- Job purpose: to plan, coordinate, and deliver ghd projects – such as new product launches, marketing campaigns, retail initiatives, or global events on time, within budget and to the highest standards. The project manager ensures smooth collaboration across departments and to maintain ghd's reputation as a global premium hair styling brand.

JOB ANALYSIS KEY RESPONSIBILITIES

- Develop and manage detailed project plans, budgets, and timelines.
- Coordinate cross functional teams including marketing, product design, supply chain and retail.
- Manage project communications and ensure all stakeholders are aligned.
- Track project milestones and identify potential risks or delays
- Liase with external partners, suppliers and creative agencies.
- Ensure products meet brand quality, sustainability, performance and compliance standards
- Report regularly to senior management of progress, performance and KPIs

JOB DESCRIPTION KEY RESPONSIBILITIES

Project Planning and coordination

Cross functional Leadership

Execution and Delivery

Communication

Quality and Brand Alignment

Risk Management

Reporting and Evaluation

Continuous improvement

PERSON SPECIFICATION

QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree in business, Marketing, Project Management, or a related field.
- Professional project management qualification such as Prince 2, PMP or agile/scrum certification.
- Additional training leadership, communication, or stakeholder management.
- Minimum of 3-5 years experience in a project manager role.
- Background in beauty, fashion, or consumer goods background

JOB INTERVIEW 1: STRUCTURED INTERVIEW

- Conducted by HR and a senior Manager
- Follows a set list of questions to ensure fairness and consistency.
- Questions are based on key competencies such as communication, organisation, teamwork, and problem solving.
- Candidates are encouraged to use the STAR method (situation, Task, Action, Result) to structure their answers

JOB INTERVIEW 2: PANEL/TECHNICAL INTERVIEW

- Conducted by a panel (e.g., Head of operations, marketing Director, or Senior Project manager).
- Focuses on technical and strategic aspects of project delivery, including timelines, budgets and tools.
- May include scenario- based questions or a case study task.

JOB INTERVIEW 3: TASK BASED/PRESENTATION INTERVIEW

- The candidate is given a brief in advance (e.g., launch plan for a new ghd product or an operational improvement project).
- They prepare a short presentation (10-15 minutes) outlining their proposed project plan, timeline, risks and creative strategy.
- Followed by Q&A with the interview panel

JUSTIFICATION FOR PROBING QUESTIONS

- To explore a candidates product knowledge dept.
- Differentiate theory from practice
- Access problem solving depth
- Evaluate consistency.
- Premium service standards.
- Demonstration capability

JUSTIFICATION FOR LEADING QUESTIONS

- Premium service expectations.
- Safety and compliance.
- Brand voice and advocacy
- Standardised framing.
- Benchmarking against role profiles.
- Time-efficient depth.
- Highlighting commercial outcomes

JUSTIFICATION FOR SOCRATIC QUESTIONS

- Expose reasoning not rehearsed answers.
- Test critical thinking and problem diagnosis.
- Reveal value and ethics.
- Assess resilience and adaptability
- Predict future performance.
- Safety first guidelines
- Matrix collaboration

COMPARISON BETWEEN AN ONLINE INTERVIEW OR FACE TO FACE. FACE TO FACE

- Stronger personal connection
- Better for evaluating presentation, hands on skills and culture fit.
- Requires travel, room booking and coordination.
- Higher cost
- Minimal tech risk as relies on venue readiness.
- More immersive

COMPARISON BETWEEN ONLINE INTERVIEW AND FACE TO FACE. ONLINE

- Good for structured, competency-based questions
- Faster to arrange
- Easier to involve multiple stakeholders.
- Suitable for early stage screening.
- Lower cost
- Dependent on internet stability
- Convenient and less stressful for some

CONCLUSION

GHD hair's management recruitment process is structured and brand-focused. The company looks for leaders who are innovative, customer-focused and aligned with GHD's values.

Interviews assess leadership skills, commercial awareness , and passion for the beauty industry.

The process ensures managers can uphold GHD's premium brand and support its global growth.

In conclusion, GHD hairs management interviews are designed to find leaders who can combine strong business skills with creativity and a passion for the brand. The process focuses on people who can drive the company's success while maintaining its premium image and values.

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