

LCLM4005 – Employability and Career Development

Component 2 Assessment

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Task 1 – Compare Job Adverts

For this part, I looked at four Make-Up Artist job adverts from websites like Indeed and Glassdoor. The adverts were from MAC Cosmetics, Charlotte Tilbury, Sephora, and Boots. All of them ask for similar skills such as good communication, creativity, customer service, and teamwork. They also mention that the artist should know beauty products, understand different skin types, and keep good hygiene. Employers want people who can work under pressure and stay friendly with clients. Some adverts also focus on sales skills and reaching daily targets, while others care more about artistic techniques like contouring or eye makeup. Every advert says that a Make-Up Artist should look professional and represent the brand image. Many companies also expect flexibility to work weekends or evenings. Another common point is confidence — make-up artists need to talk to clients easily and make them feel comfortable. Some jobs now also ask for social media skills because artists promote their work on Instagram or TikTok. In conclusion, all the adverts show that employers want creative and confident people who can work well with others, stay professional, and keep learning new trends.

Task 2 – Self-Assessment

To understand myself better as a future Make-Up Artist, I did a personal SWOT analysis. My main strengths are creativity, good communication, and patience. I can match products with different skin tones and make people feel relaxed during makeup sessions. I am also well-organised and manage my time carefully when I prepare clients. One weakness is that I sometimes feel nervous when I try new products or techniques. I also need to become more confident in promoting my work online. The opportunities in this field are many — I can take beauty courses, attend workshops, and gain salon experience. There are new trends and growing areas such as wedding makeup, fashion, and influencer work. Threats include strong competition and fast-changing beauty styles that require continuous learning.

My readiness for employment comes from both practice and study. I have experience doing makeup for friends and clients, and I always receive positive feedback. From university projects, I learned teamwork, clear communication, and problem-solving. I have also improved my professionalism by staying calm and respectful even when clients are demanding. These experiences show that I am responsible, adaptable, and ready to work in real beauty environments. I understand how important it is to keep the workplace clean, respect hygiene rules, and build good relationships with customers. Overall, I am ready to start my journey as a Make-Up Artist and keep improving every day.

Task 3 – Employment Goals and Personal Development Plan (600 words)

After looking at my SWOT analysis, I created short-term and long-term goals to grow in my career as a Make-Up Artist. In the short term, I want to build a professional Instagram page to show my makeup work and connect with clients. I will post pictures once a week and follow other artists for inspiration. Another short-term goal is to attend two beauty workshops in the next six months to learn new techniques and gain confidence. I also plan to get a recognised makeup certificate to make my CV stronger. Within one year, I want to get a part-time job at a beauty counter like MAC or Sephora to gain real client experience. In the long term, my goal is to open my own beauty studio and train other artists. I also want to specialise in bridal and special event makeup. These goals are important because they will help me build independence and a stable career that I enjoy.

My Personal Development Plan includes simple steps to reach these goals. To improve my confidence, I will practice makeup daily and ask for honest feedback. To get better at online promotion, I will take a short digital marketing course and learn how to create content. To expand my skills, I will watch tutorials and invest in professional brushes and products. I will track my progress by checking how many clients I work with, how many followers I get, and how my confidence grows. Each month, I will reflect on what I learned and what needs more practice. This plan will help me grow as a professional artist and stay motivated in the beauty industry.

References:

Indeed (2025) Make-Up Artist Jobs. Available at: <https://www.indeed.co.uk>

Glassdoor (2025) Make-Up Artist Careers. Available at: <https://www.glassdoor.co.uk>

Prospects (2024) Make-Up Artist Job Profile. Available at: <https://www.prospects.ac.uk>

MindTools (2024) SWOT Analysis: Self-Assessment Tool. Available at:

<https://www.mindtools.com>