

Portage Northern Business Department Job Shadow | 2017

Directions: You are required to answer every question. If a question does not apply to your job shadow experience, put N/A in the answer slot. Spellcheck does not work when typing in the form fields. You will have to type your answers on a separate Word document to use spell check, then you can copy and paste your response into this form field.

Company Visited:	Ulta Beauty and Salon		
Student Name:	Kelsie Manion	Date Job Shadow Took Place On:	4/14/2017
Person Job Shadowed:	Heather Huerta	Job Title:	Associate Manager

1. Explain the business – What does this company do?

Ulta is a store with a variety of different brands of makeup and self-care products. There is also a salon that provides hair care and makeup lessons, as well as a gel manicure area and a skin care room where you can get facials and a skin analysis.

2. What was the first thing you noticed when you arrived (about the facility, people, dress code, etc.)?

There is a strict dress code of all black, business professional wear. Makeup is required, even if it is just mascara or eyeliner. Different colored shoes are allowed, as long as they are professional.

3. What does a typical day look like for the person you shadowed?

a. Hours?

8-12 hour days

b. Job Duties/Tasks?

Emailing the district manager about things going on in the store, processing shipment, on the sales floor helping customers as well as overriding things for cashiers. Also doing ad set for the coming week since the new ad is sent out every week.

c. Meetings?

1 meeting a week with other managers.

d. Work Environment?

The work environment is a large team of people, constantly working together. Everyone is positive and the job can be stressful but that does not stop the associates from being positive. It is a busy place, but through that tasks are done efficiently and customers are cared for.

e. Who do they interact with? (Colleagues, customers, clients, etc.)

Heather interacts with everyone, from co-workers to customers to clients in the salon and to the district manager. She has to be able to work with other people in order to get her job done. One of Ulta's key points they follow is "Work together, win together." Everyone works together in order to get the main goal achieved at the end of the day.

f. Travel opportunities?

She can support other stores when needed, such as the Battle Creek store or the Grand Rapids store. When they need extra help making displays or rearranging things or are short staffed, Heather is able to help.

4. Share with the reader the shadowee's background information/career path.

a. How long has this person worked in the position?

She has worked in this position for 9 years now. She started out as a cosmetologist and then went into management in several different places, Fazoli's being one of the places for years. She then came to Ulta and has been a manager ever since.

b. What education was achieved?

Either a 2 year degree or 4 years of experience in retail management.

c. What motivated your shadowee to pursue this career?

She was motivated to pursue this career because she has been in the beauty industry for a very long time.

5. What types of skills/training/continuing education are required for this job (Technical? Employability? Personal Characteristics?)

A 2 year degree or 4 years experience in retail management. You also have to be super motivated, guest focused, and a self starter.

6. What are the career opportunities/advancement opportunities for this job/field?

There is an advancement to General Manager or District Manager.

7. What are the negative/positive aspects about this job?

a. Negative

There are some negatives such as work/life balance, not having holidays off and long days with potentially stressful customers or situations.

b. Positive

Some positives are having a great discount, an opportunity for bonuses, a great team of people, and an opportunity for gratis. She also has a feeling of fulfillment when she goes home after a days work, which is a positive for her.

8. What advice would you give to students who want your type of job?

Heather's advice is work really hard and be open to change and feedback. You get what you put in, since the job can be very emotionally and sometimes physically intensive.

9. What school subjects and employability skills did you see being used at the job site? How were they used?

Accounting is used frequently and there are lots of numbers that are dealt with this job. The managers use numbers every day to calculate the amount of money they are making and how many damages they have collected throughout the day. Marketing is also used in this job because you have to be able to market the product correctly. The job also requires doing ad set, which is setting out the products for the new ad that comes out every week, making sure the product is ready for the customer and easy to find. Working one-on-one with customers is another key factor in marketing, which is used frequently here. Business Management and Administration class also is used in this job because she is a manager. She uses all of the skills that a manager needs and knows how to run the store properly.

10. If discussed what is the average salary range and/or benefits package of this career?

It is starting at \$15-\$19 an hour or \$28,000-\$34,000 a year, depending on experience. There are full benefits and incentives of bonuses.

11. What did you learn from doing this job shadow?

I learned that being a manager, especially for the size of the store that Ulta is, it is not always easy. There are difficult times but it is about how one handles it. I learned that you also have to be extremely motivated because if not, the tasks will not get done. I learned that this is something I definitely want to go into because I do like retail and I love working with people.

12. What did you think/feel about the job shadow experience, what did you like/not like?

Was the job what you expected it to be? Would you still consider this job for your future?

Please state why or why not.

Yes and no. The job was what I expected it to be because I have a basic understanding of what a manager does but I wasn't expecting the amount of work they have behind the scenes. I know that they have some office work but they do a lot more than just that. They are expected to be in a million places but can't be. I really would love to do this job because I feel like I could handle it and I like how it is set up. I like the idea of always being busy and always having something to do, as long as working with a great team of people.