

Careers in Personal Services

MANY CAREERS focus on providing a service to others. The services range from a manicure to a funeral. Typically, these jobs are safe even in a poor economy because they cannot be exported or automated. In this unit, you will learn more about the types of jobs available in the growing field of personal services.



Objective:



Describe careers in personal services.

Key Terms:



chauffeur
cosmetologist
cosmetology
funeral director
personal-service industry
wedding planner

Personal Service Careers

The **personal-service industry** is a group of enterprises that provide services to people. They include a variety of jobs in areas such as hair design, tanning, laundry, dry cleaning, massage, and funeral services. The industry provides services ranging from pet grooming to bail bonding to wedding planning.

CAREERS

Various careers within the personal-service industry require different skills, training, and education. Also, they have different working environments. Some jobs may be part time, and others may require overtime. Hours may be regular or sporadic, with holidays, nights, and

weekends being required. There are many entry-level jobs in laundry, cleaning, and garment services that require little or no training or experience. Employers usually provide on-the-job training to new workers.

Cosmetology

Cosmetology is the care of hair, face, and nails. Cosmetology includes massage, manicure, and cosmetic treatments. A **cosmetologist** is a person who performs beauty treatments. Many workers in barber and beauty shops work more than 40 hours a week, including early mornings, evenings, and weekends. Other employees may work part time.

Funeral Director

A **funeral director** is a professional who works with families to plan services (e.g., funeral, burial, and cremation) for a deceased person. An embalmer is included in this career area and is a person who prepares a deceased body for burial.

Chauffeur

A **chauffeur** is a worker employed to drive a person around in his or her own vehicle. A chauffeur may be hired by a wealthy person who does not want to do his or her own driving or by an older person who cannot or should not drive.



FIGURE 1. A chauffeur is hired to drive another person.

Wedding Planner

A **wedding planner** is a person who is hired to handle all aspects of a wedding. As a result, the bride and groom and their families can enjoy the special day without any problems or worries. This work can be cyclical, with many weddings close together in the spring and summer, followed by a period of time when there are no weddings booked. This work requires excellent people skills and organization.

OUTLOOK

Because there are such varied careers in this field, the growth, demand, and wages vary. Overall, growth in the personal-services industry is above average. Demand for personal services is likely to grow due to a growing population and rising incomes. Specifically, growth is expected in the death-care services as the population ages and the number of deaths increases. Personal-service workers are in nearly every city and town in the nation.



ON THE JOB...

CAREER CONNECTION: Personal Care Aides

Personal care aides (home health aides) are workers who help people with impairments. The clients may suffer from a chronic illness, have a mental or physical disability, be recovering from an injury or surgery, or be elderly. The aides usually provide personal care in the client's home.

Job duties may include light housekeeping and running errands. In addition, aides may be responsible for helping clients bathe, dress, and perform other personal care duties. Most aide jobs require little or no formal education. However, some jobs require additional education, training, and/or certification. Certified workers would be qualified to check a client's vital signs. In addition, they may be able to dispense medication and perform some medical care, such as cleaning and dressing wounds, under the direction of a doctor or nurse.

According to the Bureau of Labor Statistics, home health and personal care aides earned a median salary of just over \$20,000 last year. About 1.9 million people had jobs as home health and personal care aides in 2010, and the occupation is expected to grow faster than the average for all occupations.

Wages for personal service workers are below the average for all industries. In many of these jobs, workers rely on tips to supplement their incomes. For example, cosmetologists often expect tips because much of their fees go to the owner of the shop. Some workers hold more than one job due to low wages.

Summary:



The personal-service industry provides services to people. They include a variety of jobs in areas such as hair design, tanning, laundry, dry cleaning, massage, and funeral services. The jobs require various skills, training, and education and have different working environments. The common theme is that they provide some kind of help or service. Because there are such varied careers in this field, the growth, demand, and wages vary. Overall, growth in the personal-services industry is above average, but the wages are below average.

Checking Your Knowledge:



1. What is the personal-service industry?
2. List four examples of jobs in the personal-service industry.
3. What are some of the entry-level jobs, and which jobs require more extensive training?
4. Is demand for personal services expected to increase or decrease?
5. How do wages in the personal-services industry compare to other industries?

Expanding Your Knowledge:



Check your local newspaper or online job search sites to find listings for personal-services jobs. Find at least three examples, and compare the qualifications and salary range listed in the ad to what you learned in your research about personal-services careers. Do the listings reflect the growing need for workers in this field?

Web Links:



Cosmetology Careers

<http://careerplanning.about.com/cs/occupations/p/cosmetology.htm>

Personal Service Careers

http://education-portal.com/articles/Careers_in_Personal_Service_Options_and_Requirements.html

Recession-Proof Jobs

<http://www.marketwatch.com/story/personal-service-jobs-prove-recession-proof-2012-07-04>