



# JOB of the Week



**Job name: Florist**

**Job description:** A Florist will design and create arrangements of flowers in wreaths, bouquets, vases and centrepiece elements. Sometimes florists may design entire rooms or outdoor areas and fill them with flowers in a pleasing arrangement. This is especially true in the case of extravagant weddings or parties.

**Tasks you will undertake in the job:** As a florist, you'll:

- arrange displays of plants and flowers to attract customers
- talk to customers about their needs and help them choose flowers and plants
- take orders in person, on the phone and online
- keep flowers in perfect condition
- prepare arrangements for weddings, celebrations and funerals
- learn new floristry skills like wiring and presentation
- give plant care advice
- set up flower displays at events
- clean vases and keep the shop tidy

Some florists stick to pre-formatted layouts in order to design their flower arrangements, while others are true artists, or floral designers, who create their own patterns or design original works on commission. Though creating floral arrangements for events and parties is the typical responsibility of a florist, they are also artists who may create designs for other purposes. There are floral competitions, or a temporary sculpture of a horse made from the stems and heads of sunflowers. In addition to arranging flowers, a florist is also responsible for their care. They must be proficient in all aspects of plant care and be able to maintain a wide variety of species of flower, foliage, herb and ornamental grass.

**Skills required for this job (core competencies):**

Communication	Resilience	Organisation	Teamwork
Problem Solving	Initiative	Creativity	Digital literacy

**Sectors in which Florists would normally work:**

Most florists, if they are not working as part of an internet-based flower retailer, carry out their daily responsibilities in an independent shop. In addition to a private area for working on floral arrangements, shops will usually have a large retail display area with a wide variety of flowers, where customers can browse. Depending on the regional area and season, floral designers will maintain this front office space or even a street side display of their offerings. They also maintain one or more fridges, depending on the size of the shop, where flowers are stored to lengthen their useful life.

Along with these responsibilities, a florist will work with customers in the shop or on the phone to take orders and discuss custom floral designs. Floral designers working in these shops usually have a regular working day, arriving when the shop is open and leaving at closing time. In some cases, a florist who also manages the shop must work after-hours, usually to catch up on bookkeeping duties or to fulfil large orders.

A florist employed by larger companies, especially internet-based floral shops, almost always works a traditional 40-hour work week. They usually work in an industrial environment, creating arrangements according to specifications set out by the work orders they receive. These florists may also be responsible for packaging the flowers and preparing them to ship to customers.

**Salary:** Florists are typically paid a starting wage of £12 5000, this increases with experience, skilled Florists can expect to earn approximately £20 000 per year.



**Working hours:** Working hours are usually around 28 - 32 hours per week. It is likely that you will work during some evenings and weekends.

## Qualifications to become a Florist:

You can get into this job through: a college course; an apprenticeship; working towards this role

**College courses:** You could do a college course, which would teach you some of the skills and knowledge you need in this job. Courses include: Level 1 Certificate in Floral Design; Level 2 Certificate in Floristry and Level 3 Extended Diploma in Floristry

**Entry requirements.** You may need: 2 or fewer GCSEs at grades 3 to 1 (D to G), or equivalent, for a level 1 course / 2 or more GCSEs at grades 9 to 3 (A\* to D), or equivalent, for a level 2 course / 4 or 5 GCSEs at grades 9 to 4 (A\* to C), or equivalent, for a level 3 course

**Apprenticeship:** You can get into this job through an intermediate apprenticeship in floristry. This will usually take 2 years to complete. You'll do on-the-job training and spend time with a college or training provider.

**Essential skills you need to show:** To succeed as a florist, the following personal skills and attributes would give you an advantage:

- A genuine love of flowers and a desire to work with them.
- A keen eye for design, colour matching and style.
- Some knowledge of plant care.
- Good interpersonal skills, good at dealing with the public.
- Good time management skills; you may be your own boss one day.
- The ability to work quickly and efficiently while under pressure; florist shops and facilities can be busy places (and there are times when customers require arrangements or bouquets at short notice or an emergency arises)

**This job in the future:** The workforce is projected to decline by -10%, losing 1 000 jobs; in the same period, 67.1% of the workforce is likely to retire, creating 7 400 job opportunities.

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