

## **Job Profiles**

### **Florist**

#### **The Work**

Florists use their creativity and knowledge of plants and flowers to design and make up floral designs, bouquets, and wreaths. They work with all kinds of floral and display materials, including cut flowers, pot plants, dried and artificial flowers, gifts and decorations. As a florist your day to day tasks could include the following:

- Help customers to choose suitable flowers and plants
- Make up bouquets and arrangements based on your own designs, photos and your customer's requirements such as weddings, funerals, births and a gift.
- Prepare and wire flowers for formal displays
- Advise customers on how to look after the flowers or plants they buy
- Set up displays, for example at conferences or exhibitions
- Deliver orders to customers

If you run your own business you would also keep accounts and carry out other administrative tasks. You may also sell gifts, greeting cards and decorations.

#### **Hours and Environment**

You would work shop hours and probably weekends depending on the individual business. You may need to start work very early in the mornings to buy stock, and work extra hours to make sure orders are completed on time, especially at busy times such as Christmas, Mothers Day, and Valentines Day.

You would spend most of your time on your feet, either dealing with customers or working at a bench in the work room where floral designs are made up. You may need to travel to wholesalers, nurseries or to make deliveries to customers.

#### **Skills and Interests**

- Creativity and artistic flair
- An understanding of the properties and needs of different plants and flowers
- The ability to explain ideas to customers
- Good practical skills
- A helpful, pleasant and tactful approach
- The ability to handle money and work out costs
- The ability to work under pressure
- An awareness of Health & Safety
- People skills and an awareness of customer service

## Getting into the Industry

The most common way to become a florist is to look for relevant work and train on the job often working towards Apprenticeship schemes or NVQ qualifications.

To find work you should show that you are interested in Floristry and have a creative flair or general potential to be good at it. You could do this by attending courses in floral design, joining a local floral design club or looking for opportunities to help out in a voluntary capacity.

In this sector you can also do Customer Service, Business Administration and Management.

## Floristry qualifications, further information & useful contacts

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- 1) Intermediate & Advanced Apprenticeship in Floristry [www.keits.co.uk](http://www.keits.co.uk)  
You can also do courses at various levels, depending on the qualifications and experience you already have relevant courses include: NPTC Level 2 Award/Certificate/Diploma in Floristry, BTEC Level 2 Certificate/Diploma in Floristry or BTEC Level 3 Certificate/Diploma in Floristry.

### ***Experienced Florists may take the following qualifications***

- 2) NPTC Level 4 Higher Diploma in Floristry (HDF)
- 3) NPTC Level 5 Master Diploma in Floristry (MDPF)
- 4) NVQ Level 4 in Floristry Business Management

Visit [www.societyoffloristry.org](http://www.societyoffloristry.org) for details of course providers

### ***Further information and contact details***

- 1) Lantra, Lantra House, Stoneleigh Park, Nr Coventry, Warwickshire, CV8 2LG  
[Tel:0845 707 8007](tel:08457078007), [www.lantra.co.uk](http://www.lantra.co.uk)
- 2) KEITS, Unit C, Houndswood Gate, Harper Lane, Radlett, Herts, WD7 7HU,  
[Tel:01923 854586](tel:01923854586) [www.keits.co.uk](http://www.keits.co.uk)
- 3) National Association of Flower Arrangement Clubs, [www.nafas.org.uk](http://www.nafas.org.uk)
- 4) [www.ajobin.com](http://www.ajobin.com)
- 5) Flowers and Plants Association, [www.flowers.org.uk](http://www.flowers.org.uk)
- 6) Blooming Good Jobs, [www.bloominggoodjobs.com](http://www.bloominggoodjobs.com)
- 7) Grow Careers [www.growcareers.info](http://www.growcareers.info)
- 8) [www.afuturein.com](http://www.afuturein.com)
- 9) National Apprenticeship Service – [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)
- 10) British Florist Association – [www.britishfloristassociation.org.uk](http://www.britishfloristassociation.org.uk)