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Types of jobs

Junior Florist - employed to assist Florists. This is often while they are undergoing training or maybe to assist at busy times. They will assist with caring for flowers and plants to keep them in the best condition and will need to develop a good knowledge of different flowers and plants. They also assist with the creation of floristry designs and setting up displays in the shop or at events. They will also assist customers and will need to develop good customer service skills.

Florist - use creativity and knowledge of flowers and plants to design and construct floristry designs. These can be for many occasions including weddings, christenings, funerals and corporate events, as well as making up bouquets for customers over the counter or for delivery through relay companies.

Most florists work for or operate a small business or are self employed. In a larger business an experienced florist may have the opportunity to move up to Senior Florist with more responsibility. Experienced florists also often get involved in demonstrating to the public, entering competitions or even becoming a judge. They may move into merchandising, exhibition work, teaching or writing.

Floristry Manager - florists who own or manage a shop there will be additional duties and business skills required such as staff management, administration and accounting. A floristry business will have other competitors so the manager will need to understand customer requirements and be able to maximise sales and ensure profitability.

Skills and personal qualities

- Patient and sympathetic
- Not allergic to pollen
- Good practical skills
- Good customer service and communication skills
- Sales skills
- Design skills
- Able to work from own initiative
- Able to work under pressure
- Business skills.

Working life

- Florists normally work standard shop hours, including Saturdays and possibly Sundays
- They may start early to take deliveries of flowers or collect them from market
- You might need to work longer hours at busy times such as Valentine's Day and Mothers Day
- Work is mainly indoors but in cool conditions to keep the flowers fresh
- Floral displays can be heavy to lift
- Driving licence may be required to make deliveries
- There may be the opportunity to work part time.

Possible tasks

- Take delivery of flowers and plants
- Monitor stock levels
- Make up designs to meet customer requirements
- Deliver customer orders
- Condition and store flowers and plants
- Order flowers, plants and other items
- Construct wedding designs
- Set up displays at events
- Display stock
- Help customers to choose products
- Construct funeral designs
- Take payments.



Further information

Lantra Careers website:
lantra.co.uk/careers

