

Job Profiles

Florist

The Work

Florists use their creativity and knowledge of plants and flowers to design and make up flower arrangements, bouquets, and wreaths. They work with all kinds of flowers 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 ideas, design books and your customers requirements
- 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.

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 may be based in a shop or out on a stall. You would spend most of your time on your feet, either dealing with customers or working at a bench in the work room where flower arrangements 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

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 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.

Floristry qualifications, further information & useful contacts

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- 1) Apprenticeship & Advanced Apprenticeship in Floristry www.keits.co.uk
- 2) NVQ 2 & 3 in Floristry www.keits.co.uk
- 3) NPTC Level 1 & 2 in Design & Craft for more details contact www.societyoffloristry.org
- 4) NPTC Levels 2 & 3 (National Certificates & Advanced Certificates) as above www.plumpton.ac.uk
- 5) BTEC Levels 2 & 3 in Floristry (First Diplomas and National Diploma) www.lantra.co.uk

Experienced Florists may take the following qualifications

- 1) NPTC Level 4 Higher Diploma in Floristry (HDF)
- 2) NPTC Level 5 Master Diploma in Floristry (MDPF)

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
- 2) KEITS, Unit C, Houndswood Gate, Harper Lane, Radlett, Herts, WD7 7HU,
[Tel:01923 854586](tel:01923854586) www.keits.co.uk
- 3) National Association of Flower Arrangement Clubs, www.nafas.org.uk
- 4) Society of Floristry, [Tel:0870 241 0432](tel:08702410432), www.societyoffloristry.org
- 5) www.ajobin.com
- 6) Flowers and Plants Association, www.flowers.org.uk
- 7) Blooming Good Jobs, www.bloominggoodjobs.com