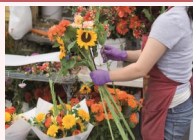


FLORISTRY APPRENTICESHIPS



Do you have a flair for design, or a passion for plants?
Then Floristry could be a great career for you.

Florists use creativity, artistry and knowledge of plants and flowers to create and assemble floral displays.

Apprenticeships are an excellent way to gain a nationally recognised qualification, get practical 'hands-on' work experience and valuable skills, all whilst earning a wage. Not only that, you will get the skills and knowledge employers need and a gateway to new opportunities.

There are lots of options in floristry. You may find yourself in any of these settings:

- Working in a retail outlet
- Floral decorator
- Function & Event design
- Exhibition design

You could find yourself working in a variety of roles requiring different skills and knowledge:

- Floral design and creation (including shop and window dressing)
- Customer care and retail skills
- Sourcing suppliers and products
- Understanding floral seasons
- Developing new, and reacting to, current floral trends
- Business, leadership and employment management
- Marketing

Kick start your career with an employer who invests in you and check out our website for our current vacancies

What to Expect

Apprentices earn on average over £100,000 more throughout their lifetime than other employees

...
Many roles will require you to work weekends and, during very busy periods such as Valentines, longer hours may be required

...
Floristry is generally made of small businesses linked to larger organisations such as Interflora. It is also a great industry to become your own boss

...
Apprentices are seen as highly capable, knowledgeable and, most importantly, employable!



Working in Floristry is a popular career choice, so there is likely to be a lot of competition for job roles and Apprenticeships.

Ask one of our Advisors, or check out our website, or read our 'Do's and Don'ts' of applying for Apprenticeships (or any role for that matter) overleaf.

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Getting that Apprenticeship



Apprenticeships are unique in that you can earn while you learn. This means that securing your apprenticeship will often involve a recruitment process and these can be very competitive, with many applicants chasing one position.

CVs, applications and interviews advertise your value to their business. This is your chance to convince the employer that you are the right person for the job. It's about selling your skills, demonstrating passion and making sure they know what you can bring to their business.

You need to plan and be prepared!



Before you start check.....

Is it feasible? Can you get there everyday? Can you work the hours? Do you have to work late nights or weekends?

Is it realistic? Will you be happy working outside in winter? Can you cope with early mornings? Do you have the skills and knowledge they are looking for?

Find out as much as you can about the business. What do they do? Who are their customers? Can you see yourself working there day-in-day-out?

Next check the closing date and plan.



Selling Yourself

Plan what you are going to write. What skills, qualities or experience have they asked for in the advert and/or person specification?

What are your strengths? Why do you want this job? How do they link to the role? Think and plan. Look on websites for advice: monster.com or National Careers Service for example.

Don't have much experience. Think about transferable skills that you have and that all business need: customer service, IT and team working etc. that you have gained.

If you don't have any direct experience, what other experiences do you have that can link your skills to the job role? Are you member of a club, or were you at school? Do you volunteer or help out anywhere? Where possible, use examples to back up statements.

Whatever you write or say.....Prove it!

Hints



Draft your application offline in Word and save it. This way you'll be able to run a spell check, have a saved copy and, if there's a problem, you don't have to start all over again!

Check for spelling and grammatical errors. This is one of the main reasons applications are rejected. If you are careless on your application, what's to say that you won't be careless at work?

Save or print out the finished form. You will then have a record of what you've written for your interview. You should check for each job role. No two roles are the same, so adapt to suit.

Remember... this is the employers first introduction to you, so you need to make sure you create a great impression!