

Job Description: Flower Shop Designer

Position Title: Flower Shop Designer

Reports To: Store Manager / Owner

Job Summary: The Flower Shop Designer is responsible for creating visually appealing floral arrangements for various occasions including weddings, funerals, corporate events, holidays, and everyday sales. This role requires a combination of artistic skill, horticultural knowledge, and customer service expertise to ensure high-quality products and customer satisfaction.

Key Responsibilities:

1. Floral Design:

- Create and design floral arrangements for a variety of occasions.
- Customize floral designs based on customer specifications and preferences.
- Stay updated with the latest trends in floral design and incorporate innovative ideas.

2. Customer Service:

- Interact with customers to understand their needs and provide design recommendations.
- Ensure customer satisfaction by delivering quality floral arrangements on time.
- Handle customer complaints and resolve issues promptly.

3. Product Management:

- Select fresh flowers, greenery, and other materials from suppliers.
- Ensure proper care and handling of flowers to maximize their lifespan.
- Maintain inventory of floral supplies and manage stock levels.

4. Sales and Marketing:

- Assist in creating visually appealing displays to attract customers.
- Collaborate with the marketing team to promote special offers and seasonal designs.
- Participate in community events and workshops to showcase the shop's designs.

5. **Operational Duties:**

- Keep the work area clean, organized, and safe.
- Adhere to health and safety regulations in handling flowers and tools.
- Assist in pricing products and managing transactions as needed.

6. **Team Collaboration:**

- Work closely with other staff members to ensure smooth shop operations.
- Provide training and guidance to junior staff and apprentices.
- Participate in team meetings and contribute to process improvements.

Qualifications:

- **Education:** High school diploma or equivalent; formal training in floral design or a related field is preferred.
- **Experience:** Previous experience in floral design or a related field; experience in retail or customer service is a plus.
- **Skills:**

- Strong artistic and creative abilities.
- Excellent communication and interpersonal skills.
- Attention to detail and strong organizational skills.
- Ability to work under pressure and meet tight deadlines.
- Knowledge of flower types, seasonal availability, and floral design techniques.
- Basic computer skills for managing inventory and processing orders.

Physical Requirements:

- Ability to stand for long periods.

- Capability to lift and carry heavy buckets of flowers.
- Manual dexterity to handle delicate flowers and design tools.

Work Environment:

- Fast-paced and dynamic retail environment.
- May require working on weekends, holidays, and during peak seasons.

Compensation:

- Salary based on experience and qualifications.
- Benefits may include health insurance, paid time off, and employee discounts.

Application Process: Interested candidates should submit a resume, a portfolio of previous work, and a cover letter detailing their experience and interest in the role.

Allen Floral Group – DBA:

Chesters Flower Shop and Greenhouses – 1117 York St., Utica, NY 13502 315-797-2360

Creative Florist – 8217 Oswego Road, Liverpool, NY 13090 315-622-2129

Floral Gardens – 8390 Brewerton Road, Cicero, NY 13039 315-699-2036

Shaw & Boehler – 31 Clinton Ave, Cortland, NY 13045 607-756-2879

Sinicropi Florist – 64 Fall St, Seneca Falls, NY 13148 315-568-6345

St. Agnes Florist – 2123 South Ave, Syracuse, NY 13207 315-472-7275