

## Key Skills

- to be thorough and pay attention to detail
- the ability to work well with your hands
- the ability to work well with others
- customer service skills
- excellent verbal communication skills
- the ability to come up with new ways of doing things
- the ability to work on your own
- the ability to sell products and services
- to be able to carry out basic tasks on a computer or hand-held device

**Salary**  
£13,000 - £24,000

**Working hours**  
28-30 per week  
weekends  
on a rota

# Florist

## College

You could do a college course, which would teach you some of the skills and knowledge you need in this job. Courses include:

- Level 1 Certificate in Floral Design
- Level 2 Certificate in Floristry
- Level 3 Extended Diploma in Floristry

## Entry requirements

You may need:

- 2 or fewer GCSEs at grades 3 to 1, or equivalent, for a level 1 course
- 2 or more GCSEs at grades 9 to 3, or equivalent, for a level 2 course
- 4 or 5 GCSEs at grades 9 to 4, or equivalent, for a level 3 course

## Career tips

If your aim is to manage or open your own Florist, it may help to get some business qualifications alongside Floristry experience.

## Apprenticeship

You can get into this job through an intermediate apprenticeship in floristry. This will usually take 2 years to complete as a mix of workplace learning and off-the-job study.

## Entry requirements

You'll usually need some GCSEs, including English and Maths, or equivalent, for an intermediate apprenticeship.

## Work

You could start as an assistant in a florist's shop and learn on the job.

Employers may want you to have some GCSEs, including Maths and English, creative flair and a keen interest in floristry. Experience in retail would also be helpful, though not essential.



## Career path and progression

With experience, you could start your own business or become a freelance floral decorator, doing exhibition work, demonstrations and teaching.

### Day to Day tasks:

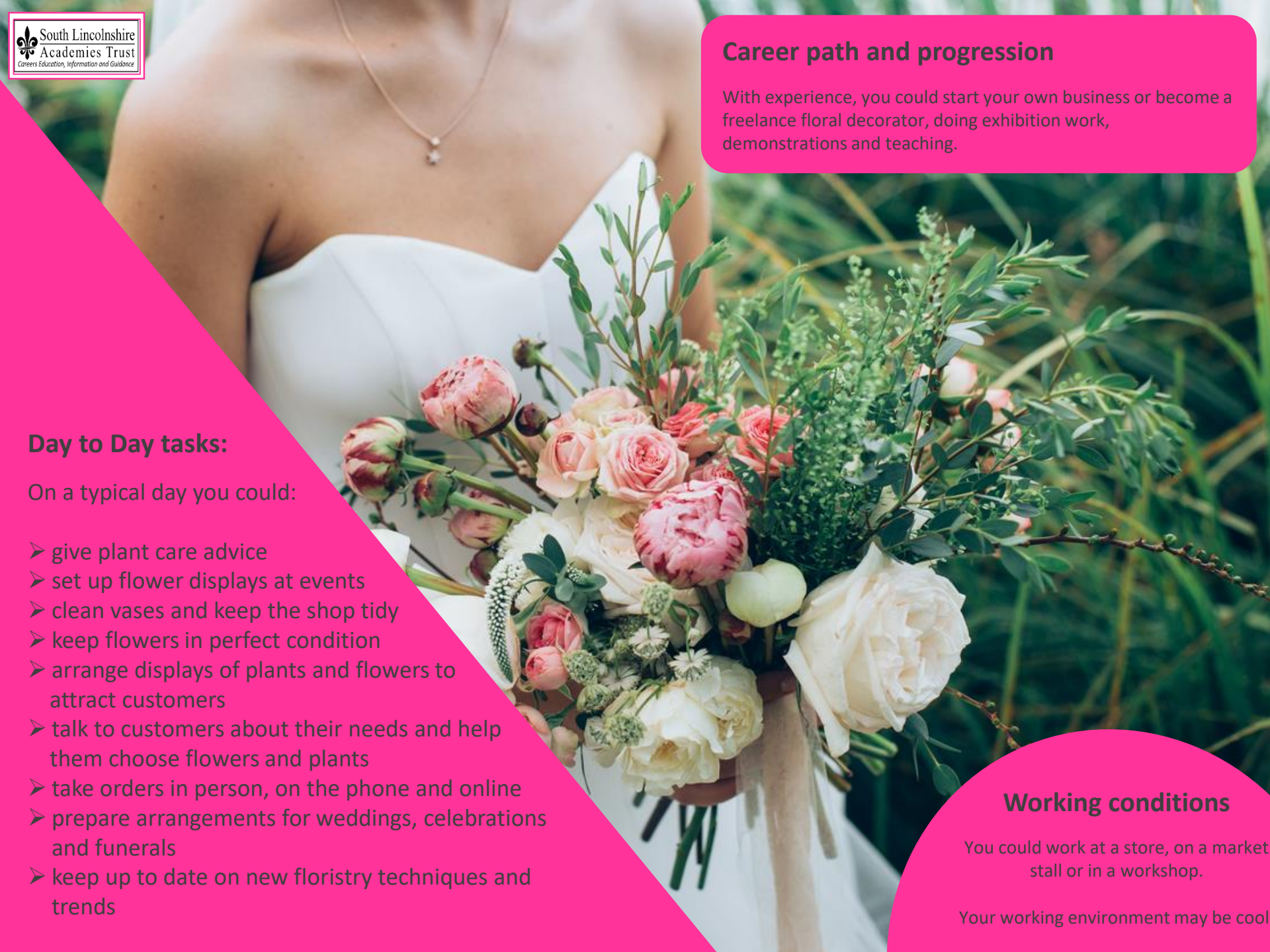
On a typical day you could:

- give plant care advice
- set up flower displays at events
- clean vases and keep the shop tidy
- keep flowers in perfect condition
- arrange displays of plants and flowers to attract customers
- talk to customers about their needs and help them choose flowers and plants
- take orders in person, on the phone and online
- prepare arrangements for weddings, celebrations and funerals
- keep up to date on new floristry techniques and trends

### Working conditions

You could work at a store, on a market stall or in a workshop.

Your working environment may be cool



# Labour Market Information

In the Careers section of the school website you can find the useful comparison tool the 'Labour Market Information widget'.

Use the widget to compare different job roles in any employment sector or relating specifically to the 'Job of the Week'.

## Florists

Weekly Pay <b>£330</b>	Annual Pay <b>£17,160</b>
Hours/Week <b>32h</b>	Hourly Pay <b>£10</b>

### Workforce Change (projected)

Contraction <b>-4.8%</b>	Replacement <b>71%</b>
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The workforce is projected to contract by -4.8% over the period to 2027, losing 500 jobs.  
In the same period, 71% of the workforce is projected to retire, creating 7,400 job openings.

You might find this job in  
Retail trade

[More info](#)

[Clear card](#)

## Shopkeepers and proprietors – wholesale and retail

Weekly Pay <b>£870</b>	Annual Pay <b>£45,240</b>
Hours/Week <b>74h</b>	Hourly Pay <b>£12</b>

### Workforce Change (projected)

Growth <b>2.2%</b>	Replacement <b>68.3%</b>
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The workforce is projected to grow by 2.2% over the period to 2027, creating 3,300 jobs.  
In the same period, 68.3% of the workforce is projected to retire, creating 105,200 job openings.

You might find this job in  
Retail trade  
Wholesale trade  
Food & beverage services  
Postal, etc  
Repair of goods

[More info](#)

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## Sales and retail assistants

Weekly Pay <b>£440</b>	Annual Pay <b>£22,880</b>
Hours/Week <b>32h</b>	Hourly Pay <b>£14</b>

### Workforce Change (projected)

Contraction <b>-1.5%</b>	Replacement <b>62.8%</b>
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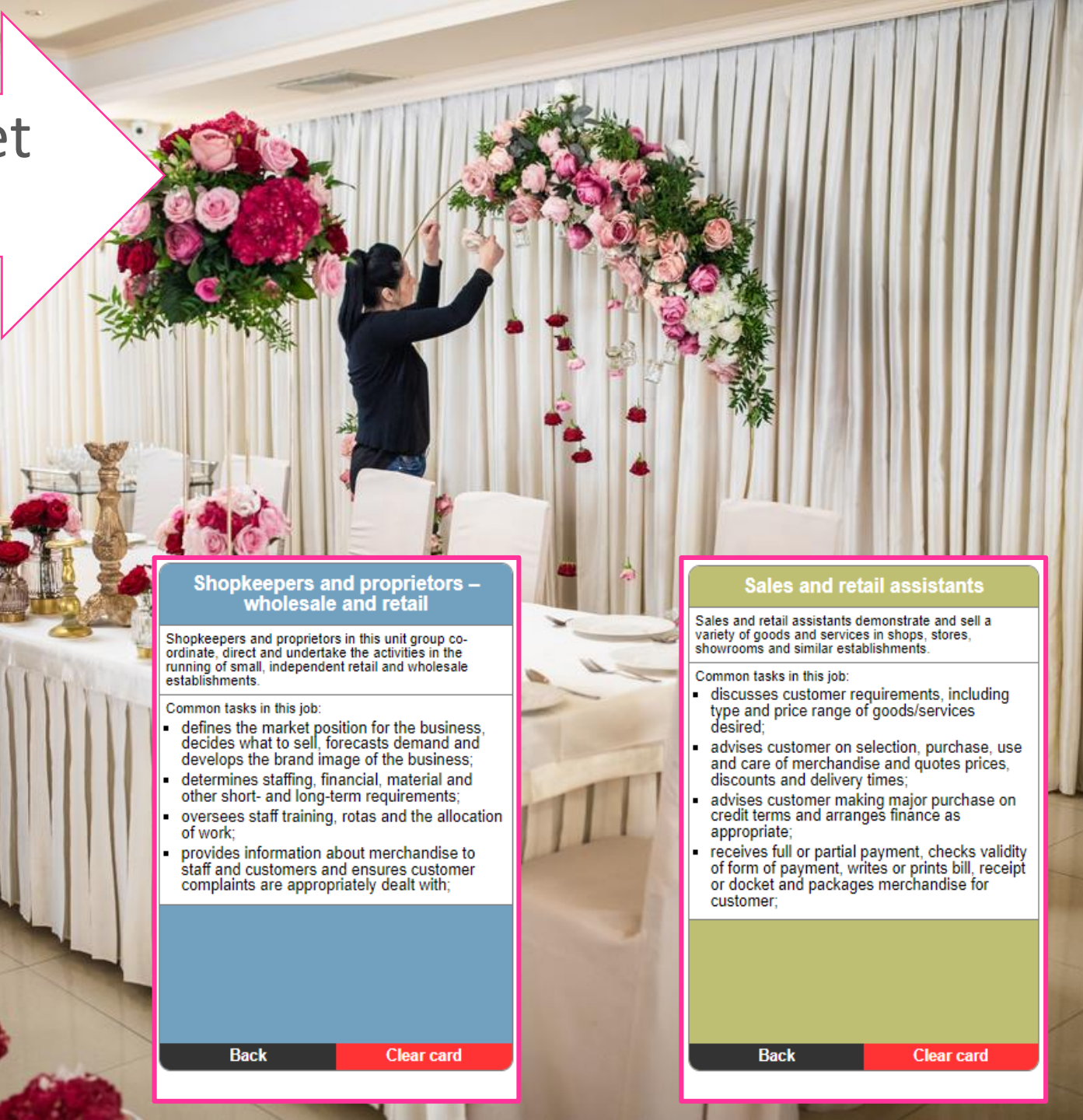
The workforce is projected to contract by -1.5% over the period to 2027, losing 19,400 jobs.  
In the same period, 62.8% of the workforce is projected to retire, creating 799,700 job openings.

You might find this job in  
Retail trade  
Wholesale trade  
Food & beverage services  
Sale of motor vehicles  
Accommodation

[More info](#)

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# Labour Market Information



**Florists**

Florists sell flowers and related products in a wholesale or retail business, and design and make up floral bouquets, wreaths, tributes and other floral arrangements for sale to the public.

Common tasks in this job:

- orders and purchases fresh flowers, foliage and other floristry items such as ribbons, wire, cards, artificial flowers etc. from wholesalers or growers;
- displays and cares for flowers, plants and ready-made floral arrangements in selling premises;
- designs and makes up wreaths, bouquets, posies, corsages, headdresses and button holes using appropriate flowers, foliage, frame and trimmings;
- confers with and advises customers regarding their design requirements and arranges for the delivery of floral arrangements as requested by the customer;

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**Shopkeepers and proprietors – wholesale and retail**

Shopkeepers and proprietors in this unit group coordinate, direct and undertake the activities in the running of small, independent retail and wholesale establishments.

Common tasks in this job:

- defines the market position for the business, decides what to sell, forecasts demand and develops the brand image of the business;
- determines staffing, financial, material and other short- and long-term requirements;
- oversees staff training, rotas and the allocation of work;
- provides information about merchandise to staff and customers and ensures customer complaints are appropriately dealt with;

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**Sales and retail assistants**

Sales and retail assistants demonstrate and sell a variety of goods and services in shops, stores, showrooms and similar establishments.

Common tasks in this job:

- discusses customer requirements, including type and price range of goods/services desired;
- advises customer on selection, purchase, use and care of merchandise and quotes prices, discounts and delivery times;
- advises customer making major purchase on credit terms and arranges finance as appropriate;
- receives full or partial payment, checks validity of form of payment, writes or prints bill, receipt or docket and packages merchandise for customer;

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# Keep looking...

Use these links to learn more about our Job of The Week, consider the various pathways leading to the career, what you can be doing now to help yourself and other roles in the industry...

## Take a look at these short videos for inspiration...

Meet the Florist:  
Natalie Shaw



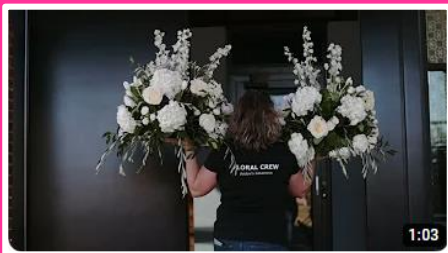
<https://www.youtube.com/watch?v=pyD0aBSt0dc&pp=ygUzmxvcmlzdHJ5IGRheSBpbjB0aGUGBjGlmZSB1aw%3D%3D>

Moulton College Floristry



<https://www.youtube.com/watch?v=xLft2mO2R7Q&pp=ygUzmxvcmlzdHJ5IGRheSBpbjB0aGUGBjGlmZSB1aw%3D%3D>

Behind the Scenes  
Wedding Day Flowers



<https://www.youtube.com/watch?v=9uWUN1PHwpk&pp=ygUzYmVvcmlzdHJ5IGRheSBpbjB0aGUGBjGlmZSB1aw%3D%3D>

Florist



<https://www.youtube.com/watch?v=pNyOy3V2d4E&pp=ygUzYmVvcmlzdHJ5IGRheSBpbjB0aGUGBjGlmZSB1aw%3D%3D>

## Useful Websites

[World Cup 2023 | Best Floral Design Competition | Interflora](#)

[Home - British Florist Association](#)

[Search – UCAS](#)

[Florist | Explore careers | National Careers Service](#)

[British Academy of Floral Art, Floristry Courses, Floristry Training](#)

[How to become a Florist - Careers - WorldSkills UK](#)