



EXQUISITE FRESH FLOWER ARRANGEMENTS
From Classic to Contemporary Design...

Floral Designer Job Description

Position Title

Floral Designer

Department

Design / Retail Operations

Reports To

Owner, Barbara Hausheer

Position Summary

The Floral Designer is responsible for creating high-quality floral arrangements that meet company standards for design, freshness, customer satisfaction, and profitability. The position requires creativity, attention to detail, strong customer service skills, and the ability to work efficiently in a fast-paced retail environment. Compensation is based on experience.

Primary Responsibilities

- Design fresh floral arrangements for everyday occasions, sympathy, weddings, events, holidays, and special orders.
- Interpret customer requests and create designs appropriate to the occasion, budget, and style requested.
- Process, hydrate, and condition fresh flowers and foliage.
- Maintain proper care and rotation of floral inventory.
- Assemble arrangements for in-store sales, telephone orders, website orders, and deliveries.
- Maintain attractive cooler displays and showroom presentation.
- Assist with inventory management, ordering, and receiving of flowers and supplies as assigned.
- Ensure work areas remain clean, organized, and safe.
- Assist with holiday production and periods of high business volume.
- Provide courteous, professional customer service in person and by telephone.
- Work cooperatively with delivery, sales, and management staff.

Knowledge, Skills, and Abilities

- Knowledge of floral design principles, mechanics, and current design styles.
- Wedding experience preferred.
- Sympathy experience required.
- Ability to work with fresh flowers, plants, containers, and related materials.
- Strong color awareness and design aesthetics.
- Good organizational and time management skills.
- Ability to prioritize multiple orders while maintaining quality.
- Effective communication and customer service skills.
- Ability to work independently as well as part of a team.

Qualifications

- 5 years of previous floral design experience required.
- High school diploma or equivalent preferred.
- Retail customer service experience desirable.
- Valid driver's license helpful but not required.

Physical Requirements

- Stand for extended periods.
- Lift and carry up to 35 pounds.
- Repeated bending, reaching, and lifting.
- Work in refrigerated cooler environments as needed.
- Manual dexterity required for detailed floral design work.
- Saturdays will be required.

Performance Expectations

- Quality and creativity of floral designs
- Customer satisfaction
- Accuracy of order fulfillment
- Timely completion of work
- Proper care of floral inventory
- Teamwork and professionalism
- Efficient use of materials and supplies
- Reliability and attendance

Career Development

This position may provide opportunities for increased responsibility, including senior design responsibilities, training of new designers, production management, customer consultation, and other leadership assignments as business needs evolve.