

Floral Designer

Description

Florists are artists; they design and create arrangements of flowers for us to enjoy. Some arrangements are in vases, bouquets, sprays or larger displays for a party or showcase. They have the knowledge of flowers so they are able to recommend and suggest varieties for different arrangements. They must be able to work weekends as that is when many events utilizing flower arrangements are typically held.

Education/Training Requirements

- Associate's degree in business management, floral design, or plant landscaping (preferred)
- High School Diploma

Recommended High School Coursework

- Agriculture Education
- Art
- Business
- Computer Skills
- Design

Common Responsibilities

- Design wedding or event flowers
- Manage bookings of events
- Deliver arrangements to residences, churches, funeral homes, weddings, etc.
- Provide quotes for various sizes and designs
- Have a working knowledge of flowers in order to recommend and suggest varieties for different arrangements
- Take online and phone orders
- Care for plants that are in stock
- Greet and assist walk-in customers
- Work to maintain cleanliness of the shop and maintain its appearance
- Be able to work weekends as that is when many events utilizing flower arrangements are typically held

Typical Employers

You can work anywhere geographically. Most florist shops are small businesses. In larger cities you can find shops that specialize in large events or displays.

Additional Resources

[Society of American Florists](#)
[American Institute of Floral Designers](#)
[Creative Floral Arrangers of the Americas](#)