

# Florist

<b>Sector</b>	Floristry and Horticulture
<b>Who is it for?</b>	New recruits and existing staff
<b>Start date</b>	Flexible to suit employers
<b>Level</b>	2
<b>Duration</b>	18 months and then three months to end point assessment (fast track is available)
<b>End-point assessment</b>	Multiple choice assessment, practical assessment and a professional discussion
<b>Qualification</b>	Level 2 Florist
<b>Delivery model</b>	Weekly college session

The standard aims to give the Apprentice the knowledge, skills and behaviours to successfully complete florist tasks and duties.

Day-to-day tasks may include care, condition and maintain botanical materials, take orders from customers and arrange deliveries, assemble floral arrangements, maintain shop displays and contribute to shop maintenance.

Typical job roles include:

Florist

Floral designer

# What your Apprentice will learn



Apprentices develop knowledge, skills and behaviours to be able to work effectively in their job role.

These form the Apprenticeship standard that has been developed and agreed with employers.

The knowledge, skills and behaviours that your Apprentice will learn include:



## Knowledge

Relevant legislation and regulations

How to care, condition and maintain a range of flowers, foliage and pot plants

Floral design theory and how to apply these to commercial floral designs

Good customer service skills

The principles of merchandising and display

## Skills

Producing floral design for a range of occasions and events

Identifying a range of botanical materials and understanding their care requirements

Using stock rotation methods to optimise the life of floral materials

Marketing and promotion skills to help develop sales

## Behaviours

Respectful




Professionalism

Honesty

Trustworthy

## Get in touch

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