

Senior Florist

Sector	Floristry and Horticulture
Who is it for?	Senior or florists who are progressing from Level 2
Start date	Flexible to suit employers
Level	3
Duration	18 months and then three months to end-point assessment (fast track is available)
End-point assessment	Short answer question, practical assessment and presentation
Qualification	Level 3 Senior florist
Delivery model	Weekly college session

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

Day-to-day tasks may include the procurement and management of fresh botanical materials, developing and monitoring wastage practices, developing sales opportunities, creating and evaluating floral designs for a range of events and managing good working relationships and an inclusive environment.

Typical job roles include:

Florist

Floral designer

Floral manager

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

Understanding of current legislation

Methodologies to help with the development of both yourself and your team

Procurement, marketing, display and customer service initiatives

Industry technology

A range of floral designs and how to use high commercial standards and techniques

Skills

Implementing, monitoring and maintaining initiatives to help with produce procurement, care and conditioning and longevity of a range of fresh botanical materials

Constructing floral designs for sale and be able to help reduce the environmental impact through construction and technique

Developing and delivering presentations to clients for larger scale weddings and events

Developing marketing and promotion of products through trend knowledge and understanding

Managing, supporting and contributing to the development of a team to ensure deadlines are achieved




Behaviours

Develop and champion the sustainability practices of the business

Understand the needs of others and be flexible with a willingness to innovate

Get in touch

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