

My Role: Senior Florist Grade 1 (Ungraded)

My Manager: Team Leader

My Purpose: To sell and prepare floral works to customers, ensuring the highest standards of customer service.

What I do

I will spend my time:

- Approach, acknowledge and serve customers entering the floral shop and take payments.
- Use floral brochure to assist in selling floral tributes, other floral work and sell tailor-made floral work to customers.
- Take customer telephone orders and deal with telephone enquiries.
- To offer high standards of customer service at all times with customers both face-to-face and on the telephone.
- Prepare floral tributes and other floral work.
- Write out floral cards and tributes.
- Prepare shop window displays / shop frontages.
- Undertake local deliveries to funeral homes and other premises.
- Attend team briefings and feedback on issues to be raised.
- To attend training sessions / courses as required.
- Build positive working relationships with colleagues in the Floral group, the Funeral division and at **Business Support Centre**.
- Complete the daily cash and banking procedures whenever required.
- Ensure that the **Memorialisation Manager** is informed of any issues arising - positive and negative.
- Security - opening and closing of floral shop, i.e. alarms of floral shop, keyholder.
- Take part as a team member in ensuring that the floral shop is kept clean and tidy and that allocated 'housekeeping' duties are completed.
- Any other relevant duties as requested by the Team Leader or **Memorialisation Manager**.
- Purchase fresh flowers and sundry items as necessary.
- Order stock and monitor stock levels, ensuring conditioning of flowers and rotation of fresh flower stock.
- In absence of Team Leader, deputise in the day-to-day running of the floral shop.

How I do it

I will show the following skills and behaviours

- **Excellent client service**
- **Excellent communication skills**
- **Excellent listening skills**
- **Working collaboratively**
- **Positive Attitude**
- **Take Responsibility**

And most importantly:

- I'll show the Co-operative values and behaviours in all I do

When I get it right

- **Achieves sales targets**
- Good customer service (repeat custom)
- Tribute cards and messages are written neatly and correctly
- Cash and credit card transactions are accurate
- Floral tributes and other floral work meets the timescales set, including delivery **deadlines and standards**
- Wastage is kept to a minimum
- Develops knowledge and attends training
- No loss of floral shop assets
- Premises are maintained to high standards of tidiness and safety

Who I'll interact with

- Clients
- Colleagues

What I need

Essential

- At least 4 years experience in floristry
- NVQ Level 2
- A keen interest in learning about floristry and working with customers

Desirable

- GCSE Maths and English



Values

Co-operation
Self Help
Self Responsibility

Democracy
Equity
Equality