



JOB DESCRIPTION

JOB TITLE: Assistant Manager & Senior Florist
STATUS: Permanent full time
HOURS: 38 hours per week (including some weekends)
REPORTS TO: Manager

OTHER POSITIONS REPORTING TO THIS POSITION:

Senior Florists, Junior Florists, Casual Florists, Delivery Drivers.

KEY PURPOSE:

To assist the Manager with their duties, supervise staff, and fill in for the Wedding Coordinators when needed. To professionally execute wedding bouquets, corporate work and daily orders efficiently with a high standard of workmanship. This position also provides support for the other operations of Valley Fresh Flowers (VFF).

Responsibilities include:

Manage staff
Daily orders
Wedding bouquets
Corporate orders
Administration
Customer Service
Delivery of flowers
Wedding appointments
Saturday and Sunday work

KEY RESPONSIBILITY	PERFORMANCE MEASURES
Supervise Staff	<ul style="list-style-type: none">▪ Prioritise work load and delegate tasks to senior, junior and casual florists▪ Act as Manager when Manager is not present▪ Supervise the pack up and delivery of wedding flowers on a Saturday
Administration	<ul style="list-style-type: none">▪ Enter purchases and sales in MYOB▪ Balance the cash drawer and perform banking duties daily▪ Check and process relay service invoices and payments▪ Report on weekly sales figures
Wedding Consultant	<ul style="list-style-type: none">▪ Conduct bridal appointments▪ Quote wedding orders

	<ul style="list-style-type: none"> ▪ Liaise with brides to assist in their flower choices ▪ Order wedding flowers ▪ Process wedding payments ▪ Suggest/design bouquets and arrangements for a wedding ▪ Attend Wedding Expos ▪ Attend industry meetings when required
Senior Florist	<ul style="list-style-type: none"> ▪ Make up daily orders ▪ Make wedding flowers efficiently, to a high level of finish ▪ Delivery of flowers when required ▪ Make up corporate orders in a modern design using quality flowers
Customer Service	<ul style="list-style-type: none"> ▪ Monitor and review flower shop product range and develop product range for peak trading periods • Manage stock rotation, forecast stock levels based on sales and predicted sales ▪ All products for sale are clearly priced marked with the words "Wholesale Price" ▪ Attend to needs of walk in cash sale customers ▪ Mark off and process all flowers received, setting up display in shop ▪ Answer incoming phone calls as per the PM
Professional Development	<ul style="list-style-type: none"> ▪ Attend each advanced workshop for professional development ▪ Be available to teach Beginners Workshops when necessary.
Maintain a clean tidy and safe work environment	<ul style="list-style-type: none"> ▪ Retail shop, work bench, under work bench, service desk and supply cupboard are kept tidy at all times
Assist in the development of VFF Corporate Customers	<ul style="list-style-type: none"> ▪ Develop and implement a plan to promote VFF to potential corporate customers ▪ Liaise with Corporate customers and execute floral designs to suit their requirements
Occupational Health & Safety	<ul style="list-style-type: none"> ▪ Follow all VFF health & safety procedures ▪ Report all known or observed hazards to The Director ▪ Take reasonable care to ensure your own and others' safety

SELECTION CRITERIA

Essential:

- Cert II in Floristry
- Cert III in Floristry
- Developed flower knowledge
- Ability to incorporate new floral trends and techniques
- Impeccable wedding work
- Generate creative ideas for marketing
- Efficiency for completing tasks
- Demonstrated customer service skills
- Motivated to work on your own
- Ability to work as part of a team
- Ability to communicate effectively with the Manager
- Ability to communicate effectively with staff to achieve a harmonious workplace
- Ability to prioritise tasks and delegate work
- Excellent team building skills
- Excellent organisational skills
- Problem solving skills
- Promote improvement and change
- Quick learner
- Experience in Microsoft Office
- Ability to use MYOB for administration tasks
- Sound computer skills
- Driver's Licence
- Well presented

Desirable:

- Experience in marketing
- Experience in using MYOB
- Experience in corporate floral work
- Experience in management

KEY PRACTICES FOR ALL TEAM MEMBERS

- Building strong relationships with customers, suppliers and within the team
- Take initiative
- Focus on the customer and results
- Be personally effective
- Contribute to teamwork