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**Florist Job Description**

**Reports to Business Support Manager**

**Purpose of the Florist Role:**

Is to be jointly responsible for the Floral Department. This includes managing all Financial, Operational and Cultural areas of the Floral department.

**Main Responsibilities:**

**Operational:**

* Is jointly responsible for the day to day running of the Floral Department.
* Is customer focused at all times such that all interactions are dealt with in a timely and professional manner.
* Creates relationships with all relevant company reps/merchandisers.
* Maintains Health and Safety compliance.
* Check all equipment and fixtures/fittings are in safe working order, and report any issues.
* Ensure that the department has the highest quality products displayed and maintained to the highest standard at all times so as to maximise customer satisfaction
* Drive innovation of product range so as to maximise customer satisfaction
* Enhance expertise and engagement of Floral team so as to maximise customer satisfaction
* Maintain price integrity at all times, ensuring POS and tickets prices match. Ensure all promotional and advertised pricing is adhered to at all times.
* Ensures all paperwork is completed on time, accurate and delivered to the right person.
* Stocktaking and ordering is accurate and completed in a timely manner.
* Ensures all team members understand and are involved in the department objectives and goals.

**Financial:**

* Manage, record and report credits
* Ensure sales, GP and profit targets are achieved/exceeded for the year
* Ensure wage costs are controlled appropriately, ensure roster is adequately staffed and holiday/lieu days are managed to an acceptable level.
* Monitor sales and create opportunities to increase on previous levels
* Manage, record and report wastage accurately and actively reduce where possible.
* Manage price perception to maximise customer satisfaction

**Cultural:**

* Contribute and support the store and other departments
* To support and display the store mission and its seven values in every aspect of the role.

*All of the above responsibilities are measured against annual performance objectives. You will have a review every 6 months with the Business Support Manager to discuss how you are going with these.*

**Organisational Structure**

