

Floriculture Jobs

There are a variety of career paths in the field of floriculture. They range from greenhouse production to sales professionals to floral designers.

Greenhouse

The production of most floriculture crops greatly differs from other horticultural production. Floriculture crops require a greenhouse in order to maintain precise growing conditions. Greenhouse structures give the grower control of environmental factors within the structure. Workers in both nurseries and greenhouses are typically responsible for planting, watering, trimming, cultivating, pruning, transplanting and fertilizing the plants in their care. They may also help to maintain structures and equipment, such as trellises, benches, or irrigation systems.

Greenhouse production workers plan and coordinate flower and plant production. These professionals use their knowledge in floriculture and horticulture to determine which plants would grow best in a given environment. Additional duties may include reviewing inventories, sales and managing staff.

Florist Shop Sales

Floral sales representatives assist customers in floral shops to choose flowers, arrangements and other products. They may also assist floral designers to arrange flowers for display, or even make traditional corsages, bouquets, wreaths, or their own original designs. They work with a wide range of foliage and flowers and must be able to keep flowers watered and fresh and discard wilting or dead arrangements. Duties include taking flower orders over the phone and in person, processing flowers, wrapping arrangements and delivering flowers to clients if necessary.

Floral Designers

Floral designers, also known as florists, use flowers, leaves, petals and foliage plants to create arrangements for occasions like weddings, holidays and funerals. They may work for boutique floral shops or large wholesale distributors. Others may create and deliver custom orders for grocery stores and Internet sites.

Administrative Skills and Interacting with Customers

Oral and written communication is essential to prepare reports for superiors, clients and customers, and to be able to answer queries from visitors. Basic mathematical skills are essential to calculate volume, amount and pricing. Another important skill is to be able to understand instructions. Applicants must be able to type on a computer and have a nice customer service voice. They should be comfortable with informing customers about the care, maintenance, and handling of flowers and foliage and providing advice and suggestions for flower selection.

Physical Requirements

Applicants for jobs in floriculture must be able to perform physical labor, work with their hands, lift heavy weights, and work in hot, humid conditions. They must be able to be on their feet for long hours, especially during major holidays.