



### Full-Time Lead Floral Designer & Retail Associate

#### Responsibilities (Floral):

- Create floral designs incorporating effective and innovative use of color, florals, foliage, textures, and vessels in the Wildroot design style
- Wrap custom bouquets to-go for customers in store based on their selection or a selection of designer's choice based on conversation with the customer
- Maintain pre-determined cost of goods
- Day-to-day responsibilities will vary and can include daily delivery design, corporate design, wedding and event design, and holiday gift design
- Majority of floral design work will be based upon a recipe and pre-determined design. Custom work may be involved upon a trial basis.
- Apply proper flower handling fundamental techniques
- Process incoming product
- Design and maintain daily fresh floral display in store
- General cleaning and maintenance of store/work area including washing buckets/vases/glass, cleaning design table, cleaning display table
- Visit wholesalers to pick up and/or shop for product as needed

#### Responsibilities (Retail):

- Assist customers in store, providing high-quality and thorough guidance and suggestions based on the seasonal selection and the occasion for the flowers
- Guide customers through the ordering and checkout process
- Fostering and strengthening client relationships during in-store visits as well as learning and notating more about each specific client through their various orders
- Establish systems and procedures to help Wildroot continue to grow quickly and successfully
- Assist in planning/facilitating Wildroot classes and workshops in store and elsewhere
- Learn about flower ordering both worldwide and locally with plans to assist in product ordering in the future
- Organize and provide reminder emails and/or calls to customers reminding them of occasions they have sent for in the past
- Open and close retail store alone when necessary
- Communicate with customers via email
- Brainstorm and seek out new business opportunities including partnerships, classes/event both in store and out of store, and ways to reach new clients
- General cleaning and maintenance of store/cooler/work area including washing buckets/vases/glass, cleaning tables, display areas, floors, windows, etc.

Candidate Attributes:

- Retail and customer service experience required
- Floral design experience *preferred*
- Positive response to feedback and willingness to learn and grow
- Great sense of adaptability in a constantly-changing young business
- Passionate about high-end customer service and providing thorough guidance and advice
- May require on-site design/setup
- Ability to lift up to 30 pounds

Pay & Benefits:

- \$17/hour
- 40% employee discount at Wildroot
- Paid bi-weekly on Fridays. Direct deposit available.
- 2 weeks Paid Time Off for full-time employees. Must provide advance written notice of time off request.
- Wildroot Floral does not provide insurance benefits

Schedule:

- Tues-Friday: 9AM-6PM [36-40 hrs/week]
- This is a tentative starting schedule. Subject to change with business needs as Wildroot is a fast-growing small business. This position requires a flexible schedule and weekend availability, especially during wedding season. During wedding season, this schedule may vary to better accommodate wedding design and delivery.
- The floral industry is seasonal and weekly hours will vary throughout the year, never to fall below 36 hours/week. Expect to work over 40 hours and possibly as much as 70 hours/week during busy times.
- *Busiest times of year in floral industry:*
  - *Valentine's Day week*
  - *Easter week*
  - *Mother's Day week*
  - *Christmas/winter holidays*
  - *Specific weeks during wedding season (May → October)*