

# Flower Shop Retail Director of Operations and Small Event Lead

## Reports To

The Lead Designer & Director of Retail Operations reports to CEO.

## Job Overview

Our 10-year-old flower studio is looking for a retail director of operations and a small event lead to help foster and grow the new retail division of our company. The successful candidate will be responsible for sales, design, and staffing to carry out daily retail floral arrangements, as well as client acquisition, onboarding, and design for small events (as determined by price point). We are looking for someone to grow and *grow with* our company. If you are creative, analytical, and driven by proven success, we encourage you to submit your resumé, cover letter, and portfolio today.

## Responsibilities and Duties

Reports to CEO

- As lead designer for this division, create on-brand floral arrangements for retail and small event orders
- Conduct phone consultations, create proposals, and maintain client process for small events, as well as retail customer service.
- Maintaining floral purchasing process for retail and small events
- Establish and maintain relationships with wholesalers/local flower farms
- Submit staffing requests & scheduling for deliveries when needed
- Responsible for maintenance of inventory, order, and cleanliness of flower shop
- Supervise other designers/freelancers under this division to ensure quality and brand maintenance
- Establish best practices for retail and small event management
- Monitor pages, links, and updates for retail websites, updating as necessary
- Establish marketing schedules and collaborate with social media manager and in house photographer for holidays and promotions to increase sales
- Manage controllable costs to keep retail and small event division profitable
- Provides cost analysis, and sales growth reports monthly.

## **Qualifications and Skills**

- 2 years + of floral design experience
- Well-versed in color theory, design style and basic floral design mechanics
- 2+ years experience in customer service and sales
- Good computer skills (POS system, email, and able to learn our estimating software quickly)
- Working knowledge of Quickbooks is a plus
- Excellent communication and interpersonal skills
- High level of organization and time management
- Enjoys working in a multifaceted role that spans from design-heavy to sales and sales analysis
- Able to bend, kneel, squat, reach and stand for long periods of time
- Able to lift 30-40#

## **Job Type and Compensation**

- Starting at 20-24 hrs/week but can grow to full time as division grows
- Wednesday-Friday + some Saturdays as needed
- Extra hours may be required around floral holidays
- \$15-17/hr depending on experience

Submit resume, cover letter and design portfolio to:  
[Stephanie@thebluedaisyfloral.com](mailto:Stephanie@thebluedaisyfloral.com)