



## **SENIOR FLORIST + OPERATIONS COORDINATOR**

(HIRING IN WASHINGTON DC)

SEVEN PETALS LLC.

FULL-TIME AND CONTRACT POSITIONS AVAILABLE IN:

WASHINGTON DC

COMPENSATION: BASED ON EXPERIENCE

### **JOB BRIEF**

THE SR. FLORIST + OPERATIONS COORDINATOR, BASED IN WASHINGTON DC, IS A SENIOR LEVEL ROLE FOCUSED ON EVENT & RETAIL FLORAL PRODUCTION STRATEGY, SALES STRATEGY, AND SERVICE STRATEGY. PRIMARILY RESPONSIBLE FOR OVERSEEING THE CONSISTENCY AND QUALITY OF RETAIL, SOURCING AND MANAGING NEW VENDORS/PARTNERS AND CONCEPTUALIZING NEW DESIGN CONCEPTS AND INSTALLATIONS FOR THE CREATIVE DIRECTOR'S APPROVAL.

THE SR. FLORIST + OPERATIONS COORDINATOR WILL BE RESPONSIBLE FOR WORKING EFFECTIVELY WITH CLIENTS DIRECTLY AND WITH INTERNAL TEAMS OF PLANNERS TO FLAWLESSLY PRODUCE EVENT PROGRAMS, FROM START TO FINISH, DELIVERING RESULTS, AND MEETING STRATEGIC OBJECTIVES, TIMELINES, AND BUDGETARY GOALS. THE SR. FLORIST COORDINATOR WILL OVERSEE ALL EVENT ELEMENTS SUCH AS VENUE, VENDORS, BUDGET, ATTENDEES, MARKETING, AND REPORTING AS WELL AS MEDIA AND PUBLIC RELATIONS SUBMISSIONS/ INTERNAL WEBSITE UPDATES AND MANAGEMENT AFTER EACH PROJECT. IN ADDITION TO SERVING CLIENTS, THE SR. FLORIST COORDINATOR WILL ASSIST WITH INTERNAL BUSINESS OPERATIONS TO SUSTAIN AND GROW OUR RETAIL & EVENT FLORALS.

### **RESPONSIBILITIES INCLUDE (BUT NOT LIMITED TO):**

- RESEARCH, REVIEW, AND RECOMMEND EQUIPMENT, MATERIALS, AND SUPPLIERS REQUIRED FOR HIGHEST QUALITY FLORAL PRODUCTION
- DEVELOP UNDERSTANDING OF STAFFING EXPENSES AND IDENTIFY REVENUE GENERATION OPPURTUNITIES / EXPENSE SAVING TECHNIQUES AS IT RELATES TO FLORAL/RETAIL RESOURCES AND OPERATIONS
- MONITOR AND CULTIVATE VENDOR/SUPPLIER RELATIONSHIPS TO ENSURE THAT THEY EFFICIENTLY AND EFFECTIVELY PROVIDE NEEDED GOODS AND SERVICES WITHIN BUDGET AND AT PREFERRED PRICES
- DIRECTLY MANAGE FLORAL DESIGN AND EVENT TEAMS INCLUDING HIRING, TRAINING, AND ASSIGNING
- OVERSEE THE MANAGEMENT OF ALL RETAIL & EVENTS AND ENSURE THE COMPANY IS OPERTING AT THE HIGHEST POSSIBLE STANDARDS
- COLLABORATE WITH CREATVE DIRECTOR ON DESIGN AND INSTALLATION IDEAS, PROCESSES, ETC.
- SUBMIT EVENT PHOTOS AND VIDEO TO ONLINE AND PRINT PUBLICATIONS + UPDATE COMPANY DOCUMENTS (MUST BE PROFICIENT IN MICROSOFT WORD, EXCEL, PPT.)
- SERVE AS DESIGN EXPERT FOR CLIENTS, DELIVERING ON A FULL RANGE OF EVENT-RELATED SERVICES
- RECRUIT VENDORS AND PROFESSIONALS TO WORK UNDER THE BRAND'S UMBRELLA
- CREATE AND CONDUCT TRAINING SESSIONS FOR STAFF AND VOLUNTEERS
- MANAGE VENDORS AND CLIENTS FROM PROCUREMENT TO COMPLETION WHILE MAINTAINING THE PROJECT BUDGET
- DEVELOP AND PROVIDE COST ANALYSIS REPORTS OF SPENDING AND ROI METRICS FOR CLIENT RECORDS
- COLLABORATE WITH CREATIVE DIRECTOR TO CRAFT AND EXECUTE STRATEGIES



#### DESIRED SKILLS AND EXPERIENCE:

- EXTRAORDINARY LEADER
- DRIVEN AND A MENTOR
- ORGANIZED AND DETAILED WITH THE ABILITY TO FOCUS ON OPERATIONAL AND ORGANIZATIONAL TASKS
- MAINTAIN A CUSTOMER FIRST MINDSET WITH A FOCUS ON DELIVERING DELIGHTFUL EXPERIENCE BEYOND EXPECTATIONS
- STRONG WRITING AND COMMUNICATION SKILLS (PERFECT GRAMMAR)
- DEMONSTRATES A TRUE INTEREST IN OUR CLIENTS, THE COMPANY, OUR PARTNERS
- DEDICATED AND COMMITTED TO TOP QUALITY SERVICE AND THE BEST POSSIBLE CLIENT EXPERIENCE
- ABILITY TO MEET EXPECTED DEADLINES AND WORK IN A HIGH-PRESSURE ENVIRONMENT
- MUST HAVE ACCESS TO VEHICLE AND LAPTOP COMPUTER WITH ALL NECESSARY PROGRAMS
- CREATIVITY SKILLS TO DELIVER UNIQUE FLORAL EXPERIENCES
- ABLE TO CREATE AND PROMOTE NEW AND INNOVATIVE DESIGN IDEAS
- HIGHLY SKILLED/EXPERT IN FLORAL DESIGN MARKETING, PLANNING, EXECUTING, PRODUCTION, AND EVALUATING
- AT LEAST 7 YEARS OF EXPERIENCE IN FLORAL INDUSTRY
- RESUME SHOWING EXPERIENCE, EDUCATION, SKILLS, AND ALL OTHER RELEVANT INFORMATION
- PORTFOLIO SHOWING DESIGN, DESCRIPTION, TOTAL COST, SUCCESSES, CHALLENGES, AND ANYTHING ELSE YOU'D LIKE TO SHARE
- ABILITY TO MAINTAIN RECORDKEEPING SYSTEMS AND PROCEDURES
- KNOWLEDGE OF PHOTOSHOP, GRAPHIC DESIGN, AND PHOTOGRAPHY/VIDEO IS A HUGE ASSET

THE POSITION REQUIRES COMMITMENT AND ADHERENCE TO THE BRAND STANDARDS DEMONSTRATED BY SEVEN PETALS LLC.

#### APPLICATION PROCESS

1. EMAIL RESUME AND COVER LETTER IN PDF. FORMAT TO: **HIRING@SEVENPETALS.CO**  
INCLUDE NAME OF POSITION YOU ARE APPLYING FOR IN THE SUBJECT LINE OF YOUR EMAIL APPLICATION **SENIOR FLORIST PRODUCTION + OPERATIONS COORDINATOR**
2. PROVIDE LINKS TO INSTAGRAM ACCOUNT (MUST BE PUBLIC)
3. PROVIDE LINKS TO BLOG, WORDPRESS, SAMPLES OF ANY WORK, SCHOOLWORK, GRAPHIC WORK, COLLAGES, INSPO BOARDS, OR ANY RELEVANT MATERIAL