

## Job Description

<i>Job Title:</i>	<b>Public Affairs Executive</b>
<i>Department:</i>	<b>Policy</b> <i>Reporting to:</i> <b>Public Affairs and Policy Manager</b>
<i>Payroll Department</i>	<b>HOR-HOR</b>
<i>People Responsibilities:</i>	<b>None</b>

### Main Purpose of Role:

To make a positive impact to the gardening and horticulture industry by working in a dynamic, award-winning team to influence the policy of government, key stakeholders, and NGOs.

As policy executive you'll be part of an award-winning public affairs team working to develop our industry and its potential through influencing government policy. As a member of the team you'll; - research and stay abreast of the policy and political environment across the UK, support the development and delivery of the public affairs strategy at the HTA, develop and support public affairs and policy campaigns, monitoring, briefing and presenting on critical issues, liaise with member businesses and stakeholder groups on public affairs and policy matters.

### Role Responsibilities:

- To develop and help deliver public affairs campaigns and associated objectives on time.
- To monitor the political landscape providing regular and ad hoc updates on issues relating to the industry and advice on follow up actions.
- To liaise and engage with HTA Members as well as with key stakeholders including Ministers, MPs and NGOs.
- To support efforts to enhance the HTA and member's position in the devolved nations.
- Supporting the Public Affairs and Policy Manager in identifying and providing industry opinion for Government lobbying and the wider membership on developing policy matters.
- In collaboration with the Communications team identify opportunities for media comment and produce impactful policy materials and messaging through a range of communications channels, including social media.
- Compiling and regularly updating an issues risk register, and mapping and updating stakeholder groups for particular campaigns and issues.
- To manage the day to day aspects of the political and policy monitoring service, advising the Policy & Communications team and wider organisation of issues of interest.
- Developing and maintaining a stakeholder database.



- Managing the daily and weekly political and policy monitoring service, disseminating information as necessary to colleagues and members.
- To be the first point of contact for member queries on public affairs and policy and to respond with informed advice and guidance, where a HTA position has been formed.
- To liaise with HTA colleagues and members to provide knowledge and advice on public policy developments, government policymaking, compliance, particularly pertaining to Scotland policy development and UK wide-business policy operations.
- Communicating with members on a regular basis on specific policy areas, drafting content for HTA policy updates and other HTA communications and creating and delivering presentations to members and stakeholders.
- Organising visits of key stakeholders to member sites.
- Developing and maintaining public affairs information on the HTA website.
- To represent the HTA externally, promoting HTA policy aims with external stakeholders and building a network of public policy stakeholder contacts, including working with Westminster and devolved Governments and Parliamentarians, other industry bodies and trade associations and NGOs.
- To build support within the external stakeholder network on common areas of interest, delivered through activities such as meetings, presenting/speaking at public policy platforms, attending public policy events (receptions, conferences, seminars).
- Developing own understanding of policy issues through keeping abreast of publications, attending conferences, committees, member contact and stakeholder activities
- Following organisational process and procedures to ensure member expectations and agreed service level agreements are met
- Managing and protecting member and customer information in accordance with HTA policy and General Data Protection Regulations.
- Regularly recording member contact ensuring that the interaction and outcomes are input to the membership database (CRM) to maintain records and reference member data.
- Undertaking such other duties, commensurate with the responsibilities above, as may from time to time be required by members of the HTA management team

## Person Specification

### Essential Skills and Qualifications:

- Demonstrable experience in public affairs and policy, having worked in Parliament, trade association, Government, campaign organisation, PR/public affairs agency or similar.
- Excellent critical thinking ability, with a pro-active, can-do attitude.
- Strong research, analytical and drafting skills, being able to digest complex information into key salient points. An awareness of political issues and consequences.
- Excellent written, verbal and electronic communication skills.
- Strong administrative, organisational and time management skills.
- An eye for detail with the ability to multi-task, work well under pressure.
- Professional and accountable whilst being process driven.
- IT Literate with demonstrable knowledge of MS Office including Outlook.
- Educated to degree level in a relevant field.
- Full UK Driving Licence.
- Be prepared to travel, particularly to Scotland, as necessary.

### Desirable Knowledge, Skills and Experience required:

- An enthusiasm for gardening and the outdoor environment.
- An understanding of the ornamental horticulture industry.
- Experience in working with key stakeholders in the devolved nations.

### HTA Core Purpose

We help our members to flourish

### HTA Mission Statement

‘On behalf of our members we promote, support and nurture our industry to ensure a robust and sustainable future.’

Our aim is to recruit and retain people with the behaviours that support our mission and who will grow with us and achieve more.

### Our Values

#### Collaboration

Approachable, responsive and helpful, nothing is too much trouble. Enthusiastic, self-motivated and confident with a ‘can do’ attitude

#### Integrity

Demonstrate honesty, trust, openness and respect when liaising with people. Treat everyone as an individual and be responsive to their needs

#### Innovation

Keen to develop and learn new skills. Welcomes change, is flexible and can adapt and deal with various demands. Pro-active, open to new ideas and encouraging of ways to continually improve

#### Influence

A good communicator who listens and is able to express themselves clearly. A professional and informed approach to our members and customers. Providing specialist knowledge leading to a fulfilling experience