

## Job Description

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

### Main Purpose of Role:

To support with the development and delivery of the public affairs and policy strategy at the HTA for the membership and wider garden and green spaces industry. To develop and support public affairs and policy campaigns in Westminster and devolved nations to achieve defined objectives.

To monitor, research and communicate on public policy, political and other issues impacting the sector.

Liaise with members and external stakeholders on public affairs and policy matters and producing communications materials for different audiences.

To support and attend events and meetings delivered by the policy, public affairs and media team.

### Role Responsibilities:

- To work with the Public Affairs and Policy Manager and wider team to develop and deliver public affairs and policy campaigns and associated objectives accurately and on time.
- To monitor the political landscape providing regular (such as the HTA's weekly member newsletter) and ad hoc updates on issues relating to the industry and advice on follow up actions. To manage the day-to-day aspects of the political and policy monitoring service.
- To liaise and engage with HTA Members as well as with key stakeholders such as Ministers, MPs, NGOs including in the devolved nations. To organise member fora – such as policy-led webinars.
- Identifying, researching and providing industry opinion for Government lobbying and the wider membership on developing policy matters. Communicating to and briefing members both written and verbal, including creating and delivering presentations to members and stakeholders.
- Compiling and regularly updating issues/legislation risk register and mapping (and updating) stakeholder groups for particular campaigns and issues.

- In collaboration with media colleagues identify opportunities for media comment and produce impactful policy materials and messaging through a range of communications channels, including social media.
- To be a 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.
- Organising events and visits of key stakeholders to member sites.
- To represent the HTA externally, promoting HTA policy aims with external stakeholders and building a network of public policy stakeholder contacts. This includes working with Westminster and devolved Governments and Parliamentarians, other industry bodies and trade associations and NGOs. This is help to build support for positions 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 and maintaining public affairs and policy information on the HTA website.
- Developing own understanding of policy issues through keeping abreast of publications, attending conferences, committees, member contact and stakeholder activities.
- Developing and maintaining the organisation's CRM system and team's stakeholder databases.
- Supporting internal initiatives, follow 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.
- 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 Experience, 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 team working, critical thinking ability, with a proactive, 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. An eye for detail with the ability to multi-task, work well to tight deadlines and with competing priorities.
- Strong administrative, organisational and time management skills.
- 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 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