



Public Affairs & Policy Executive

Role Profile

Role Title	Public Affairs & Policy Executive
Department	Policy & Public Affairs
Reports to	Senior Public Affairs Executive
Location	Office based with regular travel
Hours/week	Full time (35 hours/week)
Status	Permanent
Role purpose	To support 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.
Line management:	N/A
Key areas of responsibility	<ol style="list-style-type: none"> 1. Policy research, briefings and submissions 2. Lobbying and campaign support and representation 3. Monitoring and political intelligence
Key stakeholders	<ul style="list-style-type: none"> • Policy, public affairs and media team • HTA members • Political and policy-influencing stakeholders
Key performance indicators	<ul style="list-style-type: none"> • Responsive, accurate and timely delivery • Develop knowledge and capabilities • Professional and collaborative team working and stakeholder engagement • Flexible, proactive and analytical approach • Delivery on own objectives and support team to achieve KPIs • Compliance with team and company policies and processes (i.e. financial)



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

Our culture is centred on our 4 organisational values of **Member Focused, Inclusive & Collaborative, Trusted & Innovative** ('MITI'). Our values are our guiding principles, our beliefs. They reflect the way the HTA operates, how we make decisions, and they shape how we behave with each other, our members and external stakeholders. They underpin everything we do at the HTA.

Member Focused

The needs of our members are at the heart of everything we do. We are professional, supportive and experts in our roles. Our goal is to help our members build resilience, both in their horticultural practices and in the face of any environmental, economic and/or regulatory challenges, ensuring their ability to adapt and thrive in changing conditions. We believe in fostering a strong sense of community and connection among our members through networking, committees, and sharing experiences. All our decisions and the work we do is for the collective good of the wider membership.

Inclusive & Collaborative

We work collaboratively with each other, our members and stakeholders, and the broader horticultural sector, to share knowledge, resources and expertise. Our One Team focus is heavily embedded within our organisation in the way we operate. This focus drives innovation and builds stronger teams which celebrate shared success. We are friendly, approachable, we listen, and we support others to achieve common goals.

We are committed to creating an inclusive environment that welcomes, celebrates and is accessible to people from diverse backgrounds, perspectives, and experiences. We recognise that building a culture centred on belonging boosts employee and member engagement, performance, and wellbeing.

Trusted

We uphold honesty, transparency, and fairness in all interactions. We can be relied upon to do what we say we will do. We will listen to other points of view and act with discretion. We are evidence based. By conducting ourselves with integrity, we build trust among our members and stakeholders, setting a high standard for professionalism within the horticultural industry.

Innovative

Innovation is a core part of how we operate. We encourage new ideas and continuously look for ways to provide an improved and high-quality service to our members. We support the continuous learning and development of our team. Our people are encouraged, supported, and provided with opportunities to grow and improve their skills, knowledge, and competencies. We try new ideas, take calculated risks, and any failures are viewed as an opportunity to learn. By staying at the forefront of horticultural and organisational trends, techniques, and technologies, we ensure that we remain knowledgeable, adaptable, and relevant.

Key Responsibilities

- 1 Policy research, briefings and submissions
 - Research, analyse and produce briefings on a variety of issues of relevance to the sector.
 - Draft and work with wider team on consultation responses, letters and other key outputs.
 - Manage and deliver key consultation and regulation tracking and processes, ensuring the HTA has an effective, timely and accurate ability to respond where necessary.
- 2 Lobbying and campaign support and representation
 - Support delivery of effective stakeholder mapping and lobbying campaign, including written documents, in-person and online events and activities, and other meetings/representation as agreed with manager and wider team.
 - Monitor and scan policy and political sphere for opportunities and risks.
 - Communicate HTA positions and advice clearly, concisely, professionally and credibly, including using evidence and data, to a range of audiences and stakeholders.
 - Represent HTA in key external groups, fora and events, including at member sites.
 - Develop expertise on key policy areas or campaigns (for example Borders and Trade)
 - Provide key insights and research on issues.
 - Monitor political and policy developments, providing advice and analysis to colleagues and members.
 - Support Director and Manager and Technical Policy Manager in progressing the strategy, actions and documents for campaigns (for example Borders and Trade).
- 3 Monitoring and political intelligence
 - Responsibility (along with wider team) for monitoring political and policy developments, providing advice and analysis to colleagues and members.
 - Political intelligence monitoring and production of associated briefings, newsletters, etc.

Essential Qualifications, Experience & Skills

- Experience or demonstrable interest in public affairs and policy.
- Excellent team working, critical thinking ability, with a proactive, can-do attitude.
- Professional, reliable and accountable whilst being process driven.
- Strong research, analytical and drafting skills, being able to communicate complex information in a concise, accurate and clear way and in a range of formats (written, verbal, presentations, etc).
- 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.
- Understanding of and interest in UK political processes, politics and policy developments.
- Strong organisation and workload management skills.
- Degree level qualification, IT literate, willingness to travel and attend events outside of office and office hours.

Desirable Qualifications, Experience and Skills

- Understanding, experience and interest in UK devolved political settings and processes.
- Experience or expertise on issues relating to environmental horticulture, for example, trade policy, skills, environmental policy or similar.
- Full UK Driving Licence

Behavioural competencies

- Collaborative team player, professional and approachable.
- Responsible and flexible, positive attitude and problem-solving/continuous improvement approach.
- Drive and commitment to delivery.
- Strong member focus.
- Able to effectively engage and build effective relationships with colleagues across the organisation and external stakeholders.