



Public Affairs Manager

Role Profile

Role Title	Public Affairs Manager
Department	Policy & Public Affairs
Reports to	Director of Public Affairs
Location	Office based – London, with travel to our main Oxfordshire office
Hours/week	Full time (35 hours/week)
Status	Permanent
Role purpose	To develop, manage delivery of and deliver the HTA's public affairs strategic plans, through influential representation, analysis, briefing, advice and collaborative engagement with political and policy-influencing stakeholders and members
Line management:	Senior Public Affairs Executive
Key areas of responsibility	1. Lobbying and campaign development and delivery 2. Representation internally and externally 3. Issue briefings, analysis and advice 4. Stakeholder engagement and management 5. Line management 6. Strategic KPI and cost centre budget management
Key stakeholders	• Across all HTA teams and functions including CEO • HTA members • Political and policy-influencing stakeholders • Partner organisations/associations
Key performance indicators	• Responsive, high-quality, accurate and timely delivery • Positive and coaching team management • Professional and collaborative internal and external stakeholder engagement • Flexible, proactive and analytical approach • Role models our organisational values • 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 Lobbying and campaign development and delivery
 - Develop, manage delivery of and deliver effective and strategic lobbying campaigns, including events, with clear objectives and plans
 - Identify key policy issues, opportunities, risks and developments of relevance to UK environmental horticulture through active monitoring of current affairs and political monitoring tools, in Westminster and devolved nations
 - Provide strategic analysis, guidance and advice on key issues impacting UK environmental horticulture, including opportunities and risks
 - Lead on issues (as identified and agreed with Director) and manage team delivery on strategic lobbying campaigns and issues
- 2 Representation internally and externally
 - Represent HTA policy positions to colleagues, HTA members, committees, groups and external stakeholders on key policy issues of relevance to UK environmental horticulture in a range of settings and formats (for example: in-person, hybrid, online, verbal, written and with slides)
 - Communicate HTA positions and advice clearly, concisely, professionally and credibly, including using evidence and data, to a range of audiences, including senior political, media and member stakeholders
 - Represent HTA in key external groups, fora and at events at member sites and other locations (for example: as a panellist, speaker, committee witness)
- 3 Issue briefings, analysis and advice
 - Horizon-scan and monitor political and policy developments, providing advice and analysis to colleagues, members and other stakeholders
 - Develop and manage the development and delivery of high-quality, influential, timely and accurate policy and meeting briefings, presentations, submissions, reports, position papers, issue trackers and other outputs as identified
 - Manage, liaise and collaborate with HTA colleagues, members and other stakeholders on policy issues, positions, briefings, advice and guidance as required
 - Proactively work with the HTA media team to prepare media statements and responses on key policy or political issues
- 4 Stakeholder engagement and management
 - Identify and establish strong, effective, influential and collaborative stakeholder relationships for HTA with a range of audiences
 - Work collaboratively with HTA colleagues on member engagement as required
 - Actively and constructively engage with HTA team leaders and manager groups, meetings and internal fora
 - Actively lead/support the organisation of events, meetings, groups as required (in a range of locations, including devolved nations/assemblies)
 - Ensure policy and public affairs team compliance with lobbying or other registers and codes of conduct

5 Team management & development

- Manage the public affairs team and their work programme, and deliver through organising and leading regular team meetings and using key task and project management tools
- Support and role model a strong, engaged and collaborative team culture
- Line manage and develop individual report(s) through regular individual meetings, objectives reviews and performance appraisals
- Support team members' learning and development through on the job learning, and other learning resources, and identify relevant training opportunities
- Champion team members' continuous professional growth by encouraging upskilling and career development
- Identify skill gaps and create development plans to support employee growth and career progression where required

6 Strategic KPI and cost centre budget management

- Work with the Director of Public Affairs and team leaders/managers to establish robust and member-value driven KPIs, objectives, business plans and budgets
- Manage, monitor and report as required on key KPIs, team activities and associated detail as required
- Proactively manage the cost centre budget and team expenditure/revenue in line with HTA policies and processes

Essential Qualifications, Experience & Skills

- Demonstrable experience in public affairs and policy, having worked in Parliament, trade association, Government, campaign organisation, PR/public affairs agency or similar.
- Previous experience of line management and/or managing a team.
- Educated to degree level in a relevant field.
- 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.
- Full UK Driving Licence
- IT literate with demonstrable knowledge of MS Office including Outlook.
- Willingness to travel and attend events outside of office and office hours.

Desirable Qualifications, Experience and Skills

- Understanding of, 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.

Behavioural competencies

- Collaborative team player, professional, reliable and approachable.
- Responsible and flexible with a proactive, can-do attitude and a 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.

