



Horticulture Solutions Manager

Role Profile

Role Title	Horticulture Solutions Manager
Department	Research & Insights
Reports to	Director of Research and Insights
Location	Office based with hybrid working
Hours/week	Full time (35 hours/week)
Status	Permanent
Role purpose	<p>The primary responsibility of this role is to lead the management, delivery and future development of the HTA's horticulture-focused solutions; these solutions drive productivity and sustainability for members involved in the plant and tree production supply chain. The role holder will ensure that these solutions are embedded into the HTA's systems and processes to deliver and measure impact for members, and to ensure they deliver value for members. The horticultural solutions managed by the role holder currently include technical workshops focused on commercial plant production, online content, study tours, and the HTA's OHAS certification scheme which involves growers, pack houses, and specifiers of the scheme such as retailers. Other key responsibilities include: providing horticultural subject matter expertise to support the HTA's public affairs team to engage and influence government; supporting the management and engagement of HTA's member committees; and ensuring the HTA's horticulture-focused solutions dovetail with other areas of horticultural activity led by colleagues in the team. These other areas include HTA's technical R&D and knowledge transfer work, as well as our work to drive greater biosecurity in the horticultural supply chain and recognise excellence in UK plant production.</p>
Line management:	Horticultural Sustainability executive
Key areas of responsibility	<ol style="list-style-type: none"> 1. Leadership, management, delivery and development of the HTA's horticultural solutions for its members 2. Provision of horticultural subject matter expertise 3. Member engagement 4. Team management & development
Key stakeholders	<ul style="list-style-type: none"> • Horticulture Manager & Technical Horticulture & R&D Manager • Market Research Manager • Horticultural Sustainability Executive • Groups and Committees Executive • Marketing team • Events Manager • Public Affairs and Policy team • Head of Membership and regional Member Engagement Managers • Grower committee chairs and committees • Retailers, including multiples such as DIY and supermarket retailers
Key performance indicators	<ul style="list-style-type: none"> • Annual cost centres planned and delivered to budget or agreed variances • Planned technical horticulture solutions managed and delivered by the team to time, cost, and agreed quality/scope, and assessed for value for money based on member use

	<ul style="list-style-type: none">• Effective team working with marketing, member engagement, and events teams to ensure communication and use of outputs by members• OHAS standards, scheme rules & processes, and outputs comply with industry best practices, third-party standards and regulation/legislation, as well as stakeholder needs (certified businesses and their specifying customers such as retailers)• Continuously updates knowledge of best practice and standards in ornamental horticulture production• Role models our organisational values• Meets required competency framework levels
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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.

Key Responsibilities

1 Leadership, management, delivery and development of the HTA's horticultural solutions for its members

- Carry forward and develop a roadmap for the HTA's OHAS certification scheme as a core product within the HTA's service offering
- Own the development of the scheme's standards, benchmarking of the scheme to third-party standards and certifications
- Manage, facilitate and liaise with the scheme's grower, pack house, and retailer stakeholder groups and committees to ensure stakeholder input and continuing support for the scheme
- Manage the performance and selection of the scheme's third party audit partner
- Work with the support of the HTA's Groups and Committees Executive to ensure that the scheme's core processes align with the HTA's systems and processes for managing and recording member engagement and satisfaction
- Work with colleagues in the business (events team, member engagement team, marketing team, and horticulture team) to deliver a programme of activities, content and outputs for members that support greater productivity and sustainability, with a particular focus on ornamental crop production
- Manage the commercial performance of the HTA's horticultural solutions, ensuring budgets are set, monitored, and delivered for expenditure and income

2 Provision of horticultural subject matter expertise

- Maintain and develop technical knowledge of current and emerging best practice in ornamental horticultural production (for instance nutrient and growing media management, integrated pest management, irrigation, and biosecurity)
- Maintain and develop technical knowledge around sustainability as it pertains to horticultural production, for instance environmental foot-printing and lifecycle assessment methodologies and their role in environmental reporting through the supply chain
- Work with member businesses to provide and research technical knowledge to inform and support HTA's policy positions and 'asks' to government, working with the policy team to present knowledge and information to stakeholders in government
- Provide horticultural support and knowledge to colleagues in member communication and engagement roles to ensure that dialogue, communications and content accurately reflects best practice in plant and tree production

3 Member engagement

- Measure and critically evaluate the value delivered to members by the HTA's horticulture solutions to ensure value for money is provided for members
- Work with the HTA's marketing, media and member engagement teams to ensure the HTA's horticultural solutions for members are well understood by internal stakeholders, and effectively communicated to members as part of the HTA's overall member engagement and communication plan
- Present to external audiences at HTA member events

- Act as a key contact for selected HTA committees, facilitating meetings, agreeing agendas, delivering updates, and taking input as appropriate

4 Team management & development

- Line manage the Horticultural Sustainability Executive and work with the Director of Research and Insights to support the management and development of the Groups & Committees Executive (who also provides business support for the OHAS scheme), providing direction, coaching, and support to ensure high performance and alignment with the HTA's strategic priorities
- Support and role model a strong, engaged and collaborative team culture
- Manage and develop team members through regular individual meetings, objectives reviews and performance appraisals. Champion their 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.

Essential Qualifications, Experience & Skills

- A background in horticultural crop production (ideally with some experience in a commercial plant or tree production business and/or a retail or amenity customer of such a production business)
- Proven experience in working with certification schemes, assurance programmes, or technical standards, ideally in the horticulture, agriculture, food, or environmental sectors
- Strong commercial awareness, with experience managing budgets, P&L responsibility, or product/service development
- A bachelor's degree (or equivalent vocational qualification) in horticultural science or a related discipline
- Experience of working with and working knowledge of environmental and social governance frameworks and methodologies, for instance lifecycle assessment methodologies, or environmental management standards such as ISO 14001
- Demonstrable experience in stakeholder engagement and partnership management, including with suppliers, auditors, or certification bodies
- Excellent communication skills – able to engage credibly with technical and non-technical audiences, including HTA members, auditors, and senior stakeholders inside and outside the HTA
- Strategic thinker with the ability to develop, articulate and deliver a compelling product vision and roadmap.
- Financially literate – able to manage budgets and make data-informed decisions on pricing, costs, and investments
- Strong organisational and planning skills – capable of juggling operational delivery with longer-term development work
- High standard of written communication for the preparation of standards, guidance documents, reports, and briefings
- A logical approach with the ability to develop effective and efficient business processes, with strong attention to detail
- IT literate with demonstrable knowledge of MS Office including Outlook
- Full UK driving license and prepared to drive for meetings and events which might require occasional overnight stays

Desirable Qualifications, Experience and Skills

- Knowledge of sustainability frameworks and their role in supply chain assurance
- Experience of working on research trials or design and delivery of research projects
- Experience in a product or category management role
- Experience in membership or trade associations, or working within a member-driven organisation
- Knowledge of the principles of and considerations in research design
- Project management experience and/or formal training (e.g. PRINCE2, Agile, etc.)
- BASIS qualification
- Previous experience of line management and/or managing a team
- Experience of working with government officials or policy makers

Behavioural competencies

- Member-focused – committed to delivering products and services that bring real value to members and improve their market position. Positive, with a professional, can-do attitude.

- Innovative and curious – actively seeks out opportunities to improve and modernise schemes, services, and systems. Continuously updates own professional knowledge and skills.
- Commercially minded – balances quality and integrity with commercial viability and long-term sustainability
- Collaborative and inclusive – works effectively across teams, values input from others, and builds strong relationships internally and externally
- Accountable and delivery-focused – takes ownership, drives performance, and sees initiatives through to completion
- Resilient and adaptable – responds positively to change and is comfortable managing competing priorities in a dynamic environment