

Association of Professional Landscapers (APL)

Regional Manager (South)

Role Profile

Role Title	APL Regional Manager (South)
Department	APL
Reports to	APL General Manager
Location	Home based
Hours/week	Full time
Status	Permanent Contract
Role purpose	To act as the regional APL lead within the southern region, ensuring strong member engagement, sustainable membership growth and retention, high-quality professional assessments, and effective promotion of APL and the wider HTA offer.
Line management	None
Key areas of responsibility	<ol style="list-style-type: none"> 1. Regional representation and member engagement 2. Membership recruitment, enquiries and retention 3. Assessments and professional standards 4. Regional events, cluster and industry promotion 5. Planning, organisation and internal collaboration
Key stakeholders	<ul style="list-style-type: none"> • APL Team • APL Committee • HTA Services • HTA Staff • APL Membership • WorldSkills UK Team
Key performance indicators	<ul style="list-style-type: none"> • Meets membership growth and retention targets in the southern region (Landscapers and Designers). • At least 80% of members within the region are assessed in the current year. • All assessments recorded on CRM as either Pass or Fail. • Churn rates for the region are either at current HTA average or below. • Successful Super Cluster events delivered • Role models HTA values • Meets required competency framework levels

HTA Core Purpose

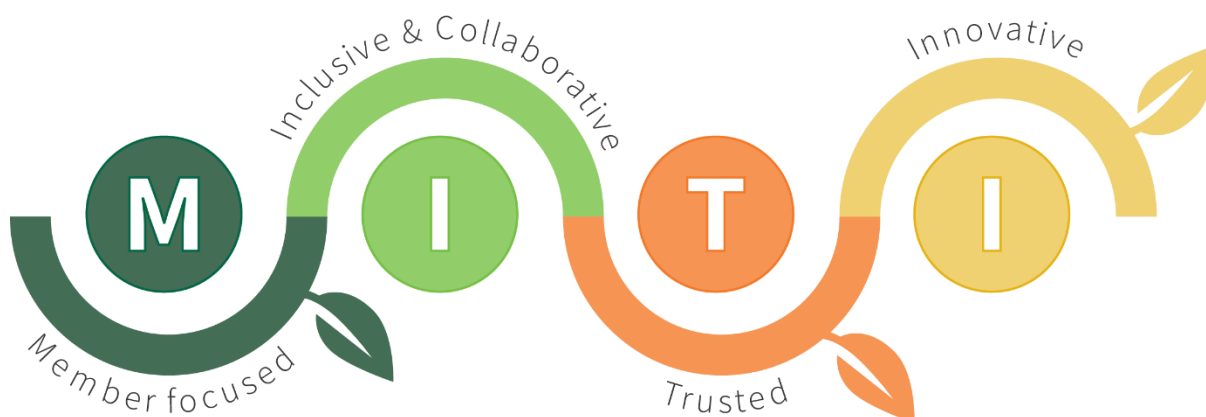
We help our members to flourish.

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.



HTA Values

Key Responsibilities

1. Regional Representation and Member Engagement

- Act as the main representative for APL within the allocated southern region.
- Build strong, long-term and trusted relationships with members, ensuring a consistently high standard of engagement.
- Communicate the full benefits of APL membership and promote the wider HTA offer during all interactions.
- Represent APL at regional meetings, cluster events, committee meetings, and industry events where required.
- Respond promptly to enquiries, recording activity accurately on CRM where appropriate.

2. Membership Recruitment, Enquiries and Retention

- Lead the recruitment, assessment and retention of APL members within the allocated southern region, in line with agreed policies, procedures and performance targets.
- Manage and progress all new membership enquiries in accordance with APL processes, service standards and agreed timescales.
- Work in close partnership with the APL Coordinator to ensure enquiries are assessed consistently, progressed efficiently and outcomes are accurately recorded.
- Arrange, plan and lead face-to-face visits where appropriate to support informed decision-making and positive membership outcomes.
- Take full ownership of APL member retention within the southern region through proactive relationship management, early identification of retention risks and effective issue resolution.
- Drive regional membership growth and retention activity, contributing to the achievement of regional targets and maintaining member churn at or below HTA average levels.

3. Assessments and Professional Standards

- Personally conduct new and existing APL member assessments to a consistently high professional standard, ensuring accuracy, fairness and value to members.
- Carry out assessments in a professional, supportive and impartial manner, applying APL standards consistently and objectively.
- Provide clear, constructive feedback to members, including practical guidance and signposting to relevant support and resources on the HTA website.
- Ensure members have a clear understanding of relevant legislation, standards and best practice requirements (e.g. CDM 2015, BS 7533-102).
- Complete and submit all assessment documentation accurately and within agreed timescales to the APL Coordinator.
- Ensure all assessment outcomes are correctly recorded on the CRM system, including clear pass or fail decisions and supporting rationale.

4. Regional Events, Clusters and Industry Promotion

- Lead and support APL cluster activity across the allocated southern region, working closely with regional Chairs to ensure effective planning, delivery and member engagement.
- Develop and deliver an annual programme of regional cluster meetings and super clusters in partnership with the APL General Manager and Associates.
- Coordinate regional event schedules, ensuring dates are shared in the HTA events calendar and with the Marketing team to support timely and effective promotion.
- Attend and represent APL at consumer and trade shows, competitions and wider industry events as required, including supporting World Skills UK and foundation competitions.
- Promote APL regionally through events and industry engagement, helping to raise profile, strengthen member participation and support wider organisational objectives.

5. Planning, Organisation and Internal Collaboration

- Plan, manage and prioritise own workload effectively, ensuring efficient use of time while balancing regional, operational and organisational demands.
- Manage diary commitments and regional travel efficiently, ensuring cost-effective routing and maximum productivity.
- Maintain accurate and timely records of visits, mileage and activity, in line with the HTA Driving at Work policy and internal requirements.
- Ensure diary commitments and availability are visible through shared calendars to support effective coordination and collaboration.
- Work collaboratively with the APL Coordinator, APL Regional Manager - North, APL General Manager and wider HTA teams to support accurate reporting, CRM data integrity and effective operational delivery.
- Act consistently in line with HTA values and behaviours in all internal and external interactions.

Essential Experience & Skills

- Previous experience within the Landscaping industry or a background in account management, business development or assessment/inspection roles
- The ability to work independently and as part of the organisational wide team
- A proactive, self-motivated approach with a 'can do' attitude
- Excellent communication and relationship-building skills, both verbal and written.
- Prepared to travel extensively across the region including overnight stays, with a willingness to be flexible on hours if necessary
- Full UK driving license

Desirable Qualifications, Experience and Skills

- An enthusiasm for gardens/gardening, the outdoor environment and contributing positively towards it
- Knowledge of Landscaping specifications

Competency Framework

Growing together through shared values and behaviours

The HTA is committed to creating a positive and inclusive culture where everyone can perform at their best, feel valued, and continue to grow. Our **Competency Framework** helps bring that vision to life.

The Framework focuses on **how** we work, not just what we do. It outlines the behaviours we expect from everyone across the organisation, in every role, and it shows how our organisational values - **Member Focused, Inclusive and Collaborative, Trusted and Innovative ('MITI')** – are demonstrated through everyday actions.

Our Competency Framework consists of two key parts:

<p>1. Core Competencies (for everyone) These describe the behaviours expected of all roles at the HTA.</p> <p>2. Leadership Competencies (for leaders & people managers) These describe the additional behaviours required to lead people, shape direction, and influence across the organisation.</p>
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The below table shows the competency levels required to be competent within this role.

Core Competencies	Competency Level Required
Member & Stakeholder Understanding	
Communicating with Impact	
Working Together	
Integrity & Accountability	
Continuous Learning	
Delivering Results	