



Senior Horticulture Executive Role Profile

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| Role Title | Senior Horticulture Executive |
| Department | Research and Insights |
| Reports to | Horticulture Solutions Manager |
| Location | Office based |
| Hours/week | Full time |
| Status | Permanent contract |
| Role purpose | <p>To collaborate with colleagues and members to define, lead and deliver projects and activities relating to commercial plant production and supply, ensuring they are delivered to agreed scope and timescales.</p> <p>To research and interpret emerging standards, technical and operational best practices, and relevant regulations affecting ornamentals crop production. Using these insights, provide subject matter expertise and contribute to the HTA's policy and public affairs engagement with government and key stakeholders.</p> <p>To ensure the successful delivery of the HTA's key horticultural initiatives by undertaking key projects and activities relating to the HTA's OHAS certification scheme, member workshops and events, maintenance of plant pest and disease risk registers, and contributions to the HTA's research and development (R&D) programme.</p> |
| Line management | None |
| Key areas of responsibility | <ol style="list-style-type: none"> 1. Delivery of HTA's horticultural solutions for members 2. Research technical and operational ornamental crop production topics 3. Support the delivery of HTA's R&D and related knowledge transfer activities 4. Delivery of agreed R&D and related knowledge transfer activities |
| Key stakeholders | <ul style="list-style-type: none"> • Horticulture Manager • Technical Horticulture Manager • Committee chairs and members • Market insights team • Member engagement team • Marketing team • APL team • Events team • Policy team • OHAS certification body • R&D partner organisations, including member business |
| Key performance indicators | <ul style="list-style-type: none"> • Consistently delivers agreed outputs for members on time, to the required quality and within budget, with clear reporting on the extent to which members use these outputs and their level of satisfaction • Progresses and delivers assigned projects and activities to agreed time and quality, proactively managing risks and dependencies • Provides stakeholders with comprehensive, accurate and timely subject-matter information, analysis and advice that supports effective decision-making • Role models the HTA values • Meets required competency framework levels |

HTA Core Purpose

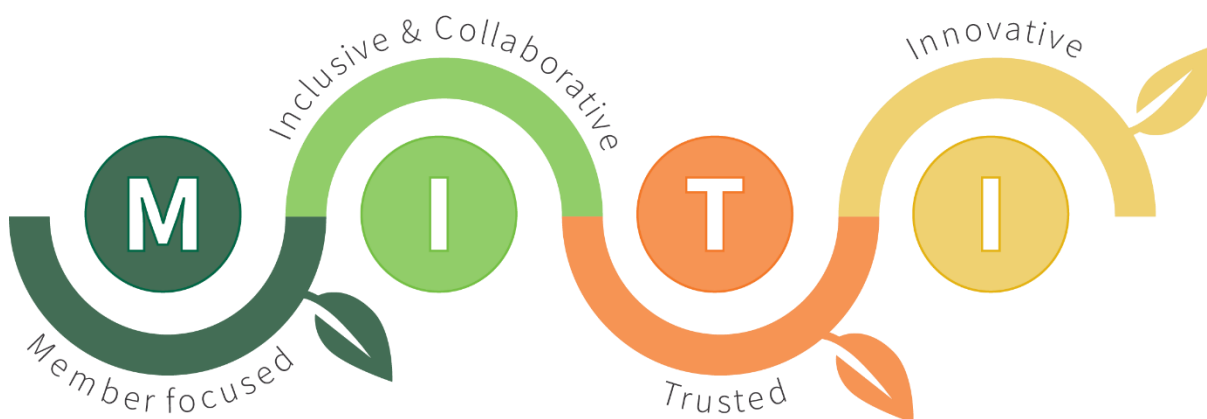
We help our members to flourish.

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 Delivery of the HTA's horticultural solutions for members (products, services, other outputs)

- Working as part of, and learning from, a team of experts to deliver the HTA's annual plan of activities for members. Liaise with growers to design and produce resources, guides, and online content that supports members in the technical aspects of crop production, and related areas such as biosecurity and sustainability.
- Author and produce information for members and colleagues on the HTA's horticultural products and services including leading training for colleagues on the HTA's horticultural solutions and delivering presentations for members or other stakeholders.
- Produce case studies for members that support continuous improvement in crop production and management across the supply chain and inform the HTA's engagement with government and media.
- Support the OHAS Certification Scheme Manager with the delivery and continuous improvement of key components of the HTA's OHAS certification scheme including resources such as scheme standards and rules, certification body performance, and scheme information for growers, pack-houses, and retailers.
- Work with the line manager to liaise with member businesses to understand their requirements, and to propose and implement improvements and extensions to the HTA's horticultural solutions.

2 Research technical and operational ornamental crop production topics for colleagues and members, and provide subject matter knowledge based on these research findings

- Conduct research into emerging trends, innovations, standards, plant pest and disease risks, and best practices in ornamental crop production to inform the development of resources, information and guidance for members.
- Provide briefings to colleagues and member businesses on this research to help inform their future plans and activities.
- Support the Technical Horticulture Manager by updating plant pest and disease risk registers and conducting gap analyses between identified risks and plant protection products for growers.

3 Support the delivery of the HTA's R&D and related knowledge transfer activities

- Guided by the Technical Horticulture Manager, support R&D projects by delivering project co-ordination, analysis, and reporting of findings.
- Draft and produce materials that share learnings from these projects so that they can be shared across the industry.
- Support the Technical Horticulture Manager with bid writing and submission for R&D or other projects for the benefit of members.

4 Delivery and project management of approved horticultural projects

- With the support of line manager, take responsibility for the definition and delivery of projects suggested by members and member committees that relate to plant production and/or the plant supply chain.
- Provide subject matter expertise to cross-company projects and activities, for instance by providing advice and information to inform our lobbying and policy activities, gardening promotions, or member-facing colleagues needing support in conversations with members relating to plant production.



- Take ownership for the delivery of delegated activities and work-streams in our grower-facing activities such as our new plant and grower of the year awards and events for growers.

Essential Qualifications, Experience & Skills

- **Experience in production horticulture** – demonstrated experience of working within, or in close collaboration with, production horticulture businesses
- **Relevant academic or vocational background** - a bachelor's degree or equivalent vocational qualification/experience in horticulture or a similar discipline such as agriculture/agronomy
- **Strong planning and organisational skills** - proven ability to manage workloads, prioritise effectively, and deliver work to agreed timelines
- Effective written, verbal **communication and presentation skills**
- **Research and analytical capability** – able to investigate topics thoroughly, evaluate different viewpoints, and draw balanced, evidence-based conclusions
- **Technical understanding of crop production** – capacity to interpret technical and scientific information, particularly relating to crop production, and communicate it clearly and engagingly to non-specialists
- **Commercial and operational awareness** – understands how technical issues impact business operations, with the judgement to identify when complex matters require escalation or further clarification from manager or colleagues
- **Competence with IT systems** – able to learn and use IT platforms effectively, including CRM systems and business reporting tools used within the HTA
- **Full UK driving license** and prepared to drive for meetings and events which might require occasional overnight stays

Desirable Qualifications, Experience and Skills

- Experience of working in the sustainability sector
- Experience of working in a membership organisation or society
- Experience of working with certifications or standards bodies

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:

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| <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 | 2 |
| Communicating with Impact | 2 |
| Working Together | 2 |
| Integrity & Accountability | 2 |
| Continuous Learning | 2 |
| Delivering Results | 2 |