

Chief Executive

JOB DESCRIPTION



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The communications and
advocacy headhunter

Job Title

Chief Executive

Remuneration

£Competitive

Location

Peterborough/Flexible

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Chief Executive

Welcome Letter



Thank you for your interest in the Crop Protection Association.

We live in interesting times and the agricultural sector is in the front line of change. Brexit will have an enormous effect on the whole agricultural ecosystem. There has also been a shift in the regulatory space where robust scientific evidence is challenged in the mainstream media around productive farming and the use of plant science.

It is important for the sector to get its message across, in particular about responsibility and good stewardship. It is essential that we promote crop protection and support biodiversity, as well as mitigate the impact of climate change. Food affordability and the reduction of food waste are fundamental to achieving these aims. People, including decision makers and policy makers, think they know all about what pesticides are, when in fact the science is complex, the regulation is multi-layered and the toolbox available to the agricultural community is limited.

With all this to contend with, there is a really exciting future just around the corner. Using bioscience, disruptive technology, big data and precision robotics, we can see a very different, new, plant science industry emerging. There will be regulatory as well as political challenges – how do we “mind the gap” between losing the current toolbox and equipping farmers with the new one? Will the UK embrace GE technology? How do we ensure we have the right, highly specialised skills in a sector with such a permanently negative profile? How do we promote a diverse, innovative industry? These are some of the questions the sector must focus on.

We need to find ways of changing the dial, and we are looking for a CEO who will help with just that. We need someone who enjoys the challenge of complex policy development and communication messages and can provide influence and advice. Consistency of purpose across a membership that includes household name multi-nationals and single office SMEs is essential in ensuring that the successful candidate is a reliable and successful brand ambassador.

If this challenge excites you, we look forward to hearing from you.

CPA Independent Chairman and Board

Chief Executive

The Organisation



The Crop Protection Association (CPA) is the voice of the UK plant science industry putting a fresh perspective on the essential role of crop protection in safeguarding our food supply, protecting the environment and improving our quality of life.

The CPA has 23 member companies representing 96% of the UK market. Its mission is:

- Promote the essential role of science and innovation on protecting food, parks, gardens, roads and railways
- Advocate good stewardship, better regulation and best practice.

CPA members develop and manufacture innovative products and agricultural technologies. Their wide ranging plant science technologies are crucially important to the cultivation and protection of food crops, our gardens, woodlands, infrastructure and public places. For example, these include the formulation and manufacture of synthetic and bio pesticides, seed and plant breeding and agricultural biotechnology. This helps farmers grow healthy crops which protect our food supply against the pests, weeds and diseases that would otherwise cause us to lose between 30-40% of our food.

As well as agriculture and horticulture CPA members also provide solutions for home and garden use, helping improve our lawns, vegetable plots and ornamentals; and for use in the amenity sector maintaining our transport and public infrastructure, from roads and railways, to parks, golf courses and sports grounds.

Chief Executive

Job Description

Responsibilities

- Engaging on behalf of members with decision makers at the highest level on crop protection policy, articulating arguments supporting productive farming and scientifically robust, risk-based regulatory regime post-Brexit
- Developing and building stakeholder relationships both through existing networks (e.g. Voluntary Initiative and Agri-Brexit Coalition) and forging new alliances with other organisations to deliver effectiveness and value for money for members
- Acting as spokesperson when required for local, national and specialist media and at external events
- Overseeing the support and development of the staff team.



Chief Executive

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Responsibilities



- Driving thought leadership in the crop protection policy space, overseeing the staff team and working with members to develop new policy. Supporting members to achieve consensus on policies and articulating these policies to external audiences through project management, production of appropriate reports, stakeholder events and external communication
- Overseeing the Association's external communications, ensuring consistent press, broadcast and social media messages
- Ensuring the Association's policies and practices are robust and fit for purpose. Working with the Independent Chairman to ensure the governance for Board meetings and Consultative Committee meetings is appropriate
- Setting robust budgets and overseeing the financial health of the Association.

Chief Executive

Person Specification

The Chief Executive must be an experienced professional who can demonstrate a successful track record of leadership and reputation management with these skills and experience:

- Leadership – demonstrable experience of setting strategy, agreeing priorities and prioritising actions within a complex organisation
- Management – outstanding operational management capabilities and people leadership
- Strategic thinking – ability to develop and execute a strategy with the awareness and understanding of market dynamics
- Facilitation and negotiation – proven skills to operate effectively at executive/board level with the ability to influence debate and discussion to support efficient decision making
- Advocacy – experience of successful advocacy within Westminster and Whitehall. Desirability for experience in influencing at regional, devolved assemblies, and EU levels
- Communication – exceptional and persuasive communicator experienced in being an impactful and inspirational speaker with gravitas and authority
- Networking – ability to network with a diverse range of organisations and people, evidence of an established network of key stakeholders, within the national and international political and media arena and the ability to grow it further
- Negotiation - Experienced negotiator able to resolve disagreement, build consent, and find compromise
- Sector knowledge - experience working with issues-rich, highly regulated and political environment and an understanding of the dynamics of industry bodies, or similarly structured organisations.

Chief Executive

How to Apply



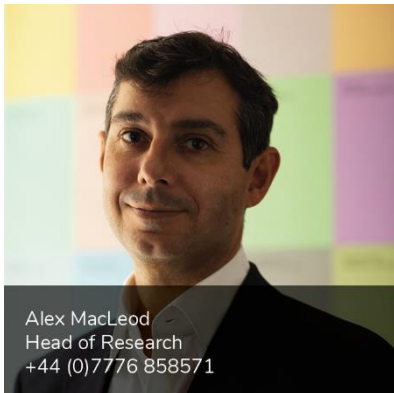
Interviews with Ellwood Atfield will be held the week commencing 23rd March, and successful candidates will be invited for a first stage interview with the Crop Protection Association on week commencing 30th March with second stage interviews to be held on Tuesday 7th of April 2020.



For further information and to apply please contact Dani Brown:

dani@ellwoodatfield.com

Dani Brown specialises in senior executive, board and advisory appointments. She is part of the Leadership practice at Ellwood Atfield and handles Director level and C-Suite positions. Dani has 19 years headhunting experience.



Alex MacLeod is the Head of Research at Ellwood Atfield. He brings over a decade of experience in Executive Search leading high level assignments across sectors including trade associations and professional bodies.

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Ellwood Atfield is the communications and advocacy headhunter, specialising in all aspects of Association Leadership, Corporate Communications, Internal Communications, Public Affairs, Policy, Digital and Social Media, Consumer PR, Financial PR, ESG, and CSR. We recruit everyone from Junior Executives and Managers, to CEOs, Chairs and NEDs.



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