



Chief Executive Officer



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105 Victoria Street, London SW1E 6QT



# Headlines

**Title:** Chief Executive Officer

**Salary:** £130,000 to £150,000, 15% bonus, health, medical, life cover

**Location:** Hybrid – [Horticultural House, Chilton, Oxfordshire OX11 0RN](#)

**HTA Purpose:** We help our members to flourish.

**HTA Mission:** On behalf of our members we promote, support and nurture our industry to ensure a robust and sustainable future.

**Links:** [HTA Website](#)

[HTA Annual Review 2021](#)

[HTA Sustainability Policy](#)

[HTA Heritage](#)



# About HTA

**In a nutshell, we're all about supporting UK garden businesses. We're proud to count 1,400 garden retailers, growers, manufacturers, and landscapers in our members.**

Everything we do is for the benefit of our members and the focus of our activity is driven by member feedback. We don't have shareholders, and our only purpose is to support our members.

UK Horticulture employs 674,200 people and contributes £28.8 billion in GDP, generating £6.3 billion in tax revenue, underwriting 50% of the Government's 25-year Environment Plan.

The mental and physical benefits of being in nature-based spaces are well-established. Horticulture resonates throughout nature and the landscape we all have around us. With 30 million people regularly gardening the UK is a nation of gardeners. Since March 2020 3 million more people took up gardening as a regular hobby – nearly half are under 45. Making this possible is an industry that is the engine of local and national growth in the UK.



# About HTA

The HTA is the voice of the industry on the key issues – such as EU Exit, sustainability, labour, and coronavirus regulations. Plant growers have a presence in 382 constituencies across the UK.

We advocate, campaign and represent our industry to help our members flourish. Engaging with Governments throughout the UK we make a difference to enable our members to prosper and grow.

Whether it's working to ensure garden centres can continue to remain open during any future lockdowns, campaigning to bring about improvements to the system for post-EU Exit trade, or partnering with other organisations to achieve successes on Scottish non-domestic rates, we support and nurture our industry to ensure a robust and sustainable future.



# Main purpose of the role

**The purpose of this role is to enhance the ornamental horticultural industry's reputation and influence with political, regulatory, and key industry stakeholders and to provide the right conditions to help members protect and grow their businesses.**

Reporting to the HTA Chair and Board, the Chief Executive Officer has ultimate responsibility and accountability for the Association. The CEO will lead the HTA, setting the overall vision and with the Chair and Board develop and deliver strategies for advancement in conjunction with implementing operational management of the HTA to ensure it meets the needs of its members. Working closely with the Chair on provision of all appropriate information to the Board, the CEO will act as the conduit between the HTA Board and the senior leadership team. This role will manage the Senior Leadership Team (SLT) overseeing a breadth of activities with specific responsibility for developing, growing, managing and fostering effective relationships between all sectors of the HTA membership, which includes retailers, growers, landscapers and suppliers, and the Association.

As an ambassador of the HTA this role will work with both internal and external industry stakeholders to ensure effective communication and collaboration of industry wide issues and initiatives to inform, influence and support the HTA membership.



# Role responsibilities

- Creating and implementing strategies, alongside the Senior Leadership Team (SLT) to determine the direction of the HTA. Leading the development and delivery of these long- and short-term strategies, ensuring that objectives are effectively aligned.
- Managing the SLT to ensure its effectiveness by overseeing the day-to-day activities and responsibilities within the team. Providing expertise and hands-on support as needed and motivating the team to meet their agreed objectives. Actively promoting continuous personal development within the team, supporting their progress, and reasonably delegating to maximise individual contributions.
- Taking the lead role on industry collaboration, such as the Ornamental Horticulture Roundtable Group and The All-Party Parliamentary Gardening and Horticulture Group. Building on the existing network with other trade associations, industry partners and groups to support positive relationships and deliver industry-wide projects and workstreams.
- Acting as a strong ambassador, promoting, and representing the HTA and creating a positive working environment that attracts and retains employees to support the capability and stability of the Association.
- Continued review and awareness of the ornamental horticulture industry sector which includes garden retail, nursery production, garden product supply and domestic landscaping to ensure the HTA are leading on relevant issues and concerns.
- Overseeing all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.



# Role responsibilities

- Ensure risk is managed effectively throughout the Association and that robust operational procedures and processes are in place to mitigate this.
- Working closely with the Finance Director (SED) to ensure the successful completion of the annual budget, growth in top line revenues, and overall adherence to financial legislation, governance, and relevant best practice in accordance with the HTA's Articles of Association.
- Assess and make high-quality investing decisions to advance the business and increase profits.
- Overseeing the development of performance management systems and KPIs in line with HTA's strategic objectives and regularly review the financial and non-financial reports.
- Lead and drive member engagement, following organisational process and procedures to ensure member expectations and agreed service level agreements are met and where possible exceeded.
- Working closely with HR function to develop the team and culture that best suits the implementation of the various business strategies.
- Managing and protecting member and customer information in accordance with HTA policy and data protection legislation.



# Required skills and experience

**The HTA Chief Executive Officer must be an experienced professional who can demonstrate a successful track record of leadership and reputation management, preferably within a membership organisation.**

- Proven ability to develop strategy and vision which provides clarity.
- Outstanding organisational and leadership skills.
- Experience in developing profitable strategies.
- In-depth knowledge of corporate governance and general management best practices.
- Ability to analyse problematic situations and occurrences and provide solutions to ensure organisational survival and growth.
- Experience of lobbying or working with experts to find policy solutions to issues affecting commercial interests.
- Exceptional communication and public speaking skills and experience working with the media and third parties.
- Proven networking and relationship building skills, and credibility in front of senior internal and external audiences.
- Strong interpersonal skills.
- Line management experience.
- Strong understanding of performance management principles.



# Person specification

- Make it happen personality who can get things done.
- Motivational management style and the ability to work in a collaborative environment.
- An entrepreneurial mindset.
- Consultative, consensus building approach and abilities.
- Ambition and drive.
- Effective collaborator, able to persuade and influence.
- Collaborative and able to work well within a team and independently.
- Gravitas and presence.
- High emotional intelligence.
- Qualification or training to degree level or equivalent in a business-related subject.



# HTA values

## **Collaboration**

Approachable, responsive and helpful, nothing is too much trouble. Enthusiastic, self-motivated and confident with a 'can do' attitude.

## **Integrity**

Demonstrate honesty, trust, openness and respect when liaising with people. Treat everyone as an individual and be responsive to their needs.

## **Innovation**

Keen to develop and learn new skills. Welcomes change, is flexible and can adapt and deal with various demands. Pro-active, open to new ideas and encouraging of ways to continually improve.

## **Influence**

A good communicator who listens and is able to express themselves clearly. A professional and informed approach to our members and customers. Providing specialist knowledge leading to a fulfilling experience.



# Next steps

**Ellwood Atfield recruits for organisations that are seeking to influence their external environments and specialises in trade association leadership.**

We are specialist headhunters recruiting within communications, public affairs, corporate affairs, sustainability, policy, regulatory, and media relations.

Following interviews with Ellwood Atfield, successful candidates will be invited for first interview with HTA late July 2022.

We are committed to diversity and proud that, in acting for our clients, we select candidates regardless of race, sex, sexual orientation, disability, religion or belief, being or becoming a transsexual, being pregnant, married or in a civil partnership and age.

Please contact Gavin Ellwood or Geraldine Hetherington for an initial discussion.



Gavin Ellwood is the founder of Ellwood Atfield and has over twenty years' headhunting experience. He advises the Boards of a diverse range of organisations and global brands. His specialism is the appointment of CEOs, Chairs and NEDs of trade associations and professional bodies. Gavin is a Past Master of the City of London Company of Communicators.

07768 927 209 [gavin@ellwoodatfield.com](mailto:gavin@ellwoodatfield.com)



Geraldine Hetherington is a Board Director of Ellwood Atfield and specialises in search work for trade associations, professional bodies, think tanks, charities, and corporates. A qualified solicitor, she spent 16 years in headhunting. Geraldine was the Chief Operating Officer of Hudson Global, Inc. in the UK and the former HR Director of Monster and TMP.

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