



# SECTOR ENGAGEMENT CHAMP: COMMERCIAL HORTICULTURE

To help drive improvements in Carbon, Water and  
Waste

Haygrove

# HAYGROVE: WHO, WHAT & WHY.



Haygrove is a grower of berries and cherries with farms in the UK, South Africa, Portugal and China. We also design and sell commercial-scale Growing Systems to customers in more than 50 countries.

Over the course of the last 4 years, we have been building a tool to enable the monthly measurement and reporting of our impacts in carbon, water, waste and biodiversity. This tool is *Hortiplanet*.

Now, with support from Berry Gardens, we will be making this available to growers who, like us, want to be part of the climate change solution.

**Our vision? More than 100 growers around the world using Hortiplanet by the end of 2023.**







## WHO ARE WE LOOKING FOR?

**We are looking for a Sector Engagement Champ to drive the uptake of *Hortiplanet* within horticulture. To support growers in its monthly use. And to ensure its ongoing improvement.**

You will have energy, practical intelligence and humility. Traits that will help you to quickly develop positive relationships with a wide range of personalities whilst maintaining a high level of attention to detail.

A confident speaker, you will thrive when engaging with

people in both group and one-to-one settings.

Seeking a purposeful role, you will take great satisfaction from knowing that you are delivering carbon solutions to a critical sector.

A self-starter and team player. You will enjoy working with Haygrove and Berry Gardens staff to deliver a world class offering that makes monthly reporting of environmental impacts a simple undertaking for growers, starting in the UK but thereafter internationally.

Part time, flexible hours.



# KEY RESPONSIBILITIES

- Engage potential users of Hortiplanet, either through facilitating workshops or on a one-to-one basis, to win their commitment to the ongoing use of the tool.
- Train new users in the use of Hortiplanet so that they may measure carbon, water, and waste monthly, and biodiversity annually.
- Provide ongoing technical support for growers to ensure their clear understanding of the methodology employed, guiding them as needed to ensure their correct submission of data and units of measure, as well as in interpretation of results.
- Content development: contribute to the development of content to highlight the success of Hortiplanet users, sharing case studies of how the tool has supported in identifying opportunities for the reduction of environmental impacts and the mitigation of environmental risks.
- Keep abreast of development in carbon calculators particularly in the horticultural sector, and ensure ongoing improvement of the tool through (amongst other approaches) an annual revision of the emissions factors used.

# SKILLS & COMPETENCIES

- A natural communicator.
- Excellent written and verbal communications skills.
- Excellent organizational and project skills with attention to detail.
- Disseminator of complex ideas/information into simple achievable steps.
- Inherently motivated and passionate about making a difference.
- Ability to influence and manage meetings effectively.
- Naturally autonomous and independent.
- Self-starter and organized motivator.
- Assertive achiever.
- Sense of humour essential.
- Personally, motivated by the successful delivery of plans.

# YOUR BACKGROUND

- From +5 years' experience in previous roles (sales/ training/ communications/ similar) you would have developed the necessary communications and relationship-building skills to enable your success.
- A background in climate change mitigation and greenhouse gas accounting considered highly beneficial.
- Some experience of horticulture (or agriculture more broadly) preferred but not essential.
- Some experience in the development and management of web-based applications would be beneficial but not essential. Failing this, you will be reasonably tech savvy and able to quickly develop the necessary skills to manage and update the Hortiplanet website via the CMS. No programming abilities required.

The background of the entire page is a photograph of several small potted plants, likely lavender, arranged on a dark, weathered wooden surface. The plants are in black plastic pots, and some are in red ones. The lighting is soft and natural, creating a rustic and organic feel.

# YOUR CV AND COVERING LETTER TO:

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