

**Job Description**

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| **Job Title:** | Sector Lead – Creative, Digital & Tech |
| **Team:** | Business Attraction |
| **Classification:** | Senior Manager |
| **Reports to:** | Head of Inward Investment |
| **Classification of Line Manager:** | Head of |
| **Number of Direct Reports:** | 1-2 |

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| **Job Purpose** |
| Birmingham 2022 is a golden opportunity not just for the West Midlands, but for the UK. With a third of the world’s population tuning in, this is a chance to show that post-EU Exit Britain is open for business, support economic recovery from COVID-19 and to provide a shop window for Britain’s economic engine. London 2012 and previous Commonwealth Games demonstrate the potential to drive tourism, trade and investment alongside the sport and culture. Funding has been secured to deliver a major programme to attract visitors, investors and events to the West Midlands and the UK, and grow export opportunities. This will be delivered in partnership at regional and national level, with funding secured in the Spring 2020 Budget and match funding from the West Midlands Combined Authority (WMCA). The programme is currently being developed – so an exciting time to join and help shape what will be delivered. The Inward Investment team will promote the West Midlands’ as a location in which global organisations can invest, grow and thrive and will have responsibility for developing and delivering a pipeline of job-creating business investment in to the region before, during and after the Games.The programme will target a diverse range of geographical markets (including the UK, Australia, Canada, India, Singapore and Malaysia).The **Sector Lead** will take the lead on developing and delivering a focused domestic and international business development strategy to drive inward investment into the region in the **Creative, Digital & Tech** sector. |

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| **Our people and our offices** |
| The West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employment practices will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes. West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status. We believe that it is in the company's best interests and of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all. To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate. This is a remote working opportunity until a date is agreed for the West Midlands Growth Company workforce to return to the usual place of work at Baskerville House, Birmingham.Our priority is to keep all our employees safe and well during this time. We will be working remotely for the foreseeable future, and we are doing everything we can to ensure all our employees can enjoy a comfortable remote working space. |

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| **Main responsibilities and key activities** |
| * Identify and translate the strengths of, and opportunities within, the West Midlands, into a compelling value proposition to attract job creating investment within the Creative, Digital & Tech sector, from key global and domestic investment markets.
* Lead, develop and implement a focused business development and marketing strategy to promote Creative, Digital & Tech inward investment in the region, with the objective of securing successful new investment and the expansion of existing employers in line with the WMGC’s key service level agreements.
* Generate and manage a pipeline of inward investment enquiries involving new and expansion projects with key measures around investment projects influenced/ generated and secured, and associated new direct jobs created.
* Take a lead role in account management of strategic businesses specific to the sector across the WMCA geography in collaboration with local partners, with the aim of generating business growth and securing expansion projects.
* Provide consultative support and sector expertise to other teams within the WMGC when they are engaged on projects that contain a Creative, Digital & Tech dimension.

 * Identify commercial and revenue generating opportunities for commercial partners of the WMGC, within the Creative, Digital & Tech sector and engage them, where appropriate to support with the international dimensions of Creative, Digital & Tech sector business development strategy.
* Work closely with and influence key stakeholders located within and externally to the region (including Local Authorities, Universities, property developers, industry bodies and other stakeholder groups) to raise the profile of and enhance the perceived attractiveness of the region’s offer to potential Creative, Digital & Tech investors and to stimulate incremental investment by local firms within the sector.
* Work closely with the senior management team at the West Midlands Growth Company to ensure consistent and effective achievement of contract objectives, providing flexible support to ensure the team targets are achieved.
* Forge and develop effective relationships across and between the public and private sectors within Greater Birmingham, the Black Country and Coventry and Warwickshire and build influence to become the natural ‘go to’/consultative Creative, Digital & Tech investment lead for the WMCA, regional Local Enterprise Partnerships (LEPs), when they carry out strategic initiatives.
* Undertake planned marketing and lead generation activities both nationally and internationally (trade fairs, exhibitions etc) to showcase the regional WMCA geography offer.
* Make efficient use of CRM systems and processes to record, monitor, review and refine business development strategies, together with marketing and communications programmes to fully exploit business opportunities both for the business and for the wider benefit of the region.
* Build influence across the sector for WMGC through its inward investment programmes within Midlands Engine, DIT and other relevant national and international organisations and intermediaries to ensure that WMCA geography is perceived as a priority region for them to direct inward investment opportunities to.
* Take line management responsibility for a team of Business Developers to include; recruitment, communication and engagement, performance management, development and coaching activities.
* Mentor and support other team members to ensure the Creative, Digital & Tech sector is understood and support is provided to develop specialist knowledge across other service delivery teams where appropriate.
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| **Dimensions** |
| * Work across the West Midlands region and nationally with occasional international travel to showcase the West Midlands offer in key overseas markets.
* Work with the Head of Inward Investment and the Head of Strategic Business Development to lead, develop and deliver a comprehensive plan of Creative, Digital & Tech business development activity.
* Generate and manage a pipeline of inward investment enquiries involving new and expansion projects with key measures around investment projects influenced/ generated and secured, and associated new direct jobs created.
* Key relationships to be with external inward investment clients, business intermediaries, local, national and international industry sector and government bodies, public and private sector partners and stakeholders across the West Midlands.
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| **Key Skills and Competency Requirements**  |
| **Area** | **Essential**  | **Desirable** |
| **Qualifications** | * Professional qualification, relevant degree, or equivalent experience
 | * Evidence of proactive professional development or a qualification in a relevant scientific discipline
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| **Skills and attributes** | * Excellent communication / relationship management skills
* Excellent inter-personal and team working skills, and a proven ability to form partnerships, lead, motivate, enthuse and drive individuals.
* Excellent communication and presentational skills, with the ability to communicate ideas, issues, systems and procedures successfully at all levels to a variety of audiences.
* Highly developed negotiating skills with the ability to influence investment decisions at the highest level.
* Demonstrable self-starter, capable of thriving in a fluid, results-driven environment.
* Proven line management capability.
 | * Formal sales or pipeline management skills training.
* An innate focus on developing others, using a coaching and mentoring approach
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| **Knowledge and experience** | * Deep understanding of the Creative, Digital & Tech sector, including an up to date knowledge of key trends and the commercial drivers of organisations within the sector, in particular how these vary by sector and ownership structure.
* Experience of working in a multi-stakeholder / delivery partner environment.
* Excellent commercial awareness and able to build relationships with senior staff across the private and public sector.
* Significant experience of developing and executing successful business development strategies.
 | * Experience of place marketing or investment promotion.
* Significant experience of working within a Creative, Digital or Tech firm, or in an advisory capacity to firms in the sector.
* Previous evidence of working effectively in a role with national and international dimensions, including in primary target markets for our programmes (eg USA, Germany, India, Australia, Canada, Singapore and Malaysia).
* Knowledge of the structures and roles of relevant public bodies operating within the West Midlands region.
* Detailed knowledge of key companies, stakeholders, assets and recent strategic developments in the West Midlands Creative, Digital & Tech sector.
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| **Our values** |
| **Working together** | We take pride in our approach to working together in a diverse, open and inclusive environment. |
| **Creative thinker** | We are creative and innovative in the work that we do, in our delivery and our outputs. |
| **Trusted partners** | We are a trusted partner – we work together with clients and stakeholders for the benefit of the region. |
| **Proactive leader** | We are proactive leaders continually striving for excellence, passionate about unlocking potential for the West Midlands. |

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| **Prepared by:**  |
| **Name** | **Job title** | **Date** |
| David Fisken | Head of Inward Investment | 2nd April 2021 |