

Job Description

Job Title:	Insight Analyst
Team:	Strategic Business Development
Classification:	Manager
Reports to:	Senior Insight and Analysis Manager
Classification of Line Manager:	Senior Manager
Number of Direct Reports:	0

Job Purpose

The Birmingham 2022 Commonwealth Games 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 now is an exciting time to join and help shape what will be delivered.

The Insight & Analysis Manager will play a key role in continuing WMGC's quest to becoming a knowledge and insight led organisation. The role will also play an important part in supporting the regional economic legacy from Birmingham 2022. The Insight & Analysis Team will support the proactive business development activity of the Capital Attraction and Inward Investment teams, as well as providing insight and data to help sell the region to prospective investors and our shareholder and partner base.

Our people and our offices

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practices will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.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.

Main responsibilities and key activities

- Support the Capital Attraction and Inward Investment teams with data and insight, gaining an understanding and perspective on the local, national and global real estate and inward investment markets.
- Work in close partnership with the Growth Company's Capital and Inward Investment teams to develop and refresh thoroughly researched, evidenced-based and highly compelling investment propositions.
- Become a knowledge authority on the region's proposition to Inward and Capital investors, with a particular focus on sectors and sub-sectors aligned to the West Midlands Local Industrial Strategy.
- Leverage data and insights to identify target companies and capital investors, with the potential to invest in the West Midlands and provide targeted research to help the Capital Attraction and Inward Investment teams to successfully engage these organisations.
- Utilise our new corporate CRM System, to deliver management information reporting and to draw relevant business insights to improve processes and targeting for attracting investment.
- Become an authority on global and domestic business and real estate investment trends and support senior Growth Company staff to leverage associated insights to steer stakeholders on future business development strategy and implementation.
- Support on the collation of investment-focused research and analysis and the generation of associated insights and reports to influence and inform strategic decisions made by both internal and external senior stakeholders of the West Midlands Growth Company.
- Work closely with key regional research partners, including the region's six largest universities, LEPs, Local Authorities and the WMCA to develop a comprehensive understanding of the region's economy, its drivers, opportunities for growth and unique investable attributes and assets.
- Deliver timely insights to assist the Growth Company's marketing team with refining audience profiles, to ensure that our digital marketing campaigns reach the optimal audience.
- Generate data and insights that highlight the unique opportunities that the West Midlands offers to a range of investors and work with marketing and business development colleagues to package these for circulation to a wide audience of prospects and stakeholders.
- Embrace opportunities to package analysis and insights for commercial partners of the West Midlands Growth Company, in a manner that can drive new revenue opportunities for the Growth Company.
- Provide comprehensive analysis and insights to internal stakeholders engaged on the delivery of 'gear-shift' projects to support them in influencing key stakeholders and delivering 'world-class' competitive propositions where required.

Dimensions

- Work across the West Midlands region with potential to travel nationally when required, to develop insights and analysis that highlight the region as a desirable place for business and capital investment for domestic and international investors
- Work with the Heads of, and delivery teams across the organisation's Capital Attraction, Inward Investment, and Business Growth functions to support successful attainment of the organisation's objectives.
- Key external relationships to be with insights and analysis teams within the Growth Company's key public and private sector partners, inward investment thought leaders and other relevant role-holders at key partner organisations including Midlands Engine, DIT, the three West Midlands LEPs, Local Authorities and West Midlands Combined Authority.

Key Skills and Competency Requirements		
Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Professional qualification, relevant degree, or equivalent experience 	<ul style="list-style-type: none"> • MBA, or similar postgraduate qualification in a business, finance or economics field. • Evidence of proactive professional development
Skills and attributes	<ul style="list-style-type: none"> • Outstanding business and economic analysis skills. • Proven ability to manipulate, interpret and draw insights from a variety of complex data sets. • Experience of using analysis tools such as Excel, Power BI etc to provide improved business insight. • Highly commercial mindset with the ability to understand and predict the impacts of dynamic macro-economic factors on key global industries and investment flows. • Excellent communication / relationship management skills • Strong interpersonal and team working skills, and a proven ability to form partnerships, motivate, enthuse and drive individuals. • Strong communication, presentational and report writing skills, with the ability to distill and communicate complex ideas, issues, systems and procedures successfully at all levels to a variety of audiences. • Demonstrable self-starter, capable of innovation and thriving in a fluid, results-driven environment. 	<ul style="list-style-type: none"> • Experience with capital investment analysis or commercial real estate
Knowledge and experience	<ul style="list-style-type: none"> • Significant experience of multi-sectoral market research, analysis and insight generation and a track record of developing 	<ul style="list-style-type: none"> • An understanding of global and domestic investment flows and their key drivers.

	<p>new and innovative processes to capture, interpret and report insights.</p> <ul style="list-style-type: none"> • Awareness of established principles of business strategy and how organisational capabilities, environmental factors and competitive landscape can drive investment decisions. • Proven track record of leveraging market insights to underpin effective business development activity and/or organisational change. • Experience of working in a multi-stakeholder / delivery partner environment. • Strong commercial awareness and able to build relationships with senior staff across the private and public sector. 	<ul style="list-style-type: none"> • Experience of place marketing or investment promotion. • Previous evidence of working effectively in a role with national and international dimensions, including in primary target markets for the programme (India, Australia, Canada, Singapore and Malaysia). • Awareness of the West Midlands' key industries, public sector bodies and unique assets. • Experience of working with CRM systems and of optimising functionality to enable data transparency and availability across the organisation.
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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.

Prepared by:		
Name	Job title	Date
Mary Grace Hagar	Senior Insight & Analysis Manager	21/06/21