

**Job Description**

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| **Job Title:** | Business Development Manager – Advanced Manufacturing |
| **Team:** | Business Attraction |
| **Classification:** | Manager |
| **Reports to:** | Senior Business Development Manager - Advanced Manufacturing |
| **Classification of Line Manager:** | Senior Manager |
| **Number of Direct Reports:** | 0 |

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| **Job Purpose** |
| The Business Development Manager – Advanced Manufacturing will be responsible for securing inward investment and business expansion projects from the advanced manufacturing sector, leading to sector growth and job creation across the West Midlands region. The West Midlands Growth Company has committed to securing a significant and ambitious quantity of new investments into the region, including a dedicated programme of investment promotion to maximise the opportunity presented by the Commonwealth Games 2022 in Birmingham. This role will be key to delivering on this commitment. The role is currently funded to run from now to March 2023.  |

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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practices will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.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 advanced manufacturing sector, from key global and domestic investment markets.
* Work closely with the Senior Business Development Manager – Advanced Manufacturing and the Head of Inward Investment on projects to ensure efficient handling of projects across a range of sub-sectors and project sizes.
* Generate and manage own pipeline of projects to deliver job creation in the region.
* Undertake external business development activity to identify, support and secure inward investment and expansion projects to achieve an increase in job creation across a range of different contracts such as the West Midlands Combined Authority, DIT and the Commonwealth Games. This activity may be with individuals, partners (Local Enterprise Partnerships, Local Authorities, Commercial Partners) or appropriate consortia.
* Undertake planned marketing and lead generation activities (trade fairs, exhibitions etc) to showcase the strengths and opportunities within the WMCA geography, and in particular the strengths of our university and commercial partners.
* 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.
* 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
* Work closely with the Department for International Trade (DIT) and their relevant sector teams on agreed account management plans for strategic foreign direct investors (FDI) in the geography aimed at generating/ supporting inward investment expansion projects.
* Identify commercial and revenue-generating opportunities for commercial partners of the WMGC as they relate to the advanced manufacturing sector, and engage them, where appropriate, to support the development of an international advanced manufacturing business development strategy.
* Work closely with and influence the property community around appropriate space requirements to attract advanced manufacturing sector occupiers and to stimulate investment within local firms within the region.
* Work closely with the senior management team at the West Midlands Growth Company (WMGC) 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 to send out a coordinated message to potential investors in the region. This will include engaging with key industry associations and trade bodies relevant to the sector
* Build influence within Midlands Engine, DIT and other relevant organisations to ensure the WMCA geography is perceived as an obvious region for them to direct inward investment opportunities to, and is a key part of their plans and activity.
* Efficiently, thoroughly and consistently use current customer relationship management (CRM) systems to ensure regular and effective evaluation of activity, and transparency of lead generation across the region.
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| **Dimensions** |
| * Work across the West Midlands region, with occasional national and possibly international travel
* Regular virtual meetings / phone calls with investors across the globe
* The post reports to the Senior Business Development Manager – Advanced Manufacturing, but projects may involve working with the Head of Inward Investment, the Chief Investment Officer, the Chief Executive Officer, or any number of other WMGC posts.
* Managing a portfolio of inward investment enquiries, both new-to-region and expansions, with key measures around investment projects 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 such as DIT, and public and private sector partners across the West Midlands.
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| **Key Skills and Competency Requirements**  |
| **Area** | **Essential**  | **Desirable** |
| **Qualifications** | * Educated to degree level or equivalent
 | * Evidence of proactive professional development
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| **Skills and attributes** | * Excellent 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.
* Strong 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.
 | * Formal sales or pipeline management skills training.
* Evidence of success in motivating people and brokering collaborative working relationships with a range of key stakeholders, including engagement with local communities, building partnerships across traditional organisational and sector boundaries.
* Content creation skills for business propositions and presentations.
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| **Knowledge and experience** | * Deep understanding of the advanced manufacturing sector, including an up to date knowledge of key trends and the commercial drivers of organisations within the sector
* 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 an advanced manufacturing business or 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 and universities / R&D centres operating within the West Midlands region.
* Detailed knowledge of key companies, stakeholders, assets and recent strategic developments in the West Midlands advanced manufacturing 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** |
| Adam Titchen | Senior Business Development Manager – Advanced Manufacturing | 23rd June 2021 |