

**Job Description**

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| **Job Title:** | Business Development Manager – Creative, Digital & Tech |
| **Team:** | Business Attraction |
| **Classification:** | Manager |
| **Reports to:** | Sector Lead – Creative, Digital & Tech  |
| **Classification of Line Manager:** | Senior Manager |
| **Number of Direct Reports:** | 0 |

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| **Job Purpose** |
| Birmingham 2022 is a golden opportunity not just for the West Midlands, but for the UK. With a thirdof the world’s population tuning in, this is a chance to show that post-EU Exit Britain is open forbusiness, support economic recovery from COVID-19 and to provide a shop window for Britain’seconomic engine.London 2012 and previous Commonwealth Games demonstrate the potential to drive tourism, tradeand investment alongside the sport and culture. Funding has been secured to deliver a majorprogramme to attract visitors, investors and events to the West Midlands and the UK, and grow exportopportunities. This will be delivered in partnership at regional and national level, with funding securedin 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 willbe delivered.The Inward Investment team will promote the West Midlands’ as a location in which globalorganisations can invest, grow and thrive and will have responsibility for developing and delivering apipeline 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 Business Development Manager – Creative, Digital & Tech (CDT) will be responsible for securing inward investment and business expansion projects from the CDT sector, leading to sector growth and job creation across the West Midlands region.The role is currently funded to run from **July 2021** 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practices will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.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 Tech and Creative sector, from key global and domestic investment markets.
* Work closely with the Sector Lead – Creative, Digital & Tech and the Head of Inward Investment on inward investment projects to ensure efficient handling of projects across a range of sub-sectors and project sizes.
* Generate and manage own pipeline of projects to support businesses establish operations in the West Midlands, delivering 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 with a significant focus on delivering the objectives of the Commonwealth Games Tourism, Trade and Investment programme.
* 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.
* Provide consultative support and sector expertise to other teams within the WMGC when they are engaged on projects that contain a tech dimension.
* Identify commercial and revenue generating opportunities for commercial partners of the WMGC, within the tech sector and engage them, where appropriate to support with the international dimensions of 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 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.
* Undertake planned marketing and lead generation activities both nationally and internationally (trade fairs, exhibitions etc) to showcase the regional WMCA geography offer. Occasional international travel required.
* Make efficient use of CRM systems and processes to record, monitor 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.
* Work closely with the Senior Tech and Creative Lead on projects to deliver increase success percentage. Generate and manage own pipeline of projects associated with new jobs being created for the region.
* Network within key industry events to gain insight, perceptions and opportunities.
* Work closely with and influence the property community around appropriate space requirements to attract Tech and Creative sector occupiers and to stimulate investment within local firms within the region.
* 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 .
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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 Tech and Creative sector lead, 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.
* Skilled in business development,

marketing activities and tactics. | * 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.
* Confident in the understanding of economic development.
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| **Knowledge and experience** | * Understanding of the tech, creative and digital sector, including an up to date knowledge of key trends.
* 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.
* Knowledge of the West Midlands tech and digital eco-system, its assets, strengths and clusters.
* 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).
* Understanding of the region’s

public sector support functions and academic institutions* Understanding of a commercial organisation’s key drivers and needs for growth.
* Detailed knowledge of key companies, stakeholders, assets and recent strategic developments in the West Midlands Tech and Creative 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** |
| Sylvie Morton | Senior BD Manager – Tech lead | 25th June 2021 |