**Job Description**

|  |  |
| --- | --- |
| **Job Title:** | Senior Business Development Manager – Low Carbon |
| **Team:** | Business Attraction |
| **Classification:** | Senior Manager |
| **Reports to:** | Head of Inward Investment |
| **Classification of Line Manager:** | Head of |
| **Number of Direct Reports:** | 0 |

|  |
| --- |
| **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 promotes the West Midlands’ as a location in which global organisations can invest, grow and thrive and has 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 UK, Australia, Canada, India, Singapore and Malaysia).In addition to capitalising on the Commonwealth Games, the region is also intent to build back better from the pandemic. WMCA recently published and committed funding to the first five years of WM2041 (the West Midlands’ strategy to become carbon neutral by 2041), and is intent on a significant presence at COP26 in November 2021. This creates significant scope for the Growth Company – as the region’s inward investment agency – to drive transformational green investment into the region as the ‘Home of the Green Industrial Revolution’. While we recognise that Low Carbon is more of a horizontal grouping of technologies that crosses many sectors, we refer to it in this job description as a sector for convenience. The **Senior Business Development Manager** will take the lead on developing and delivering a focussed and internationally significant business development and marketing campaign to drive inward investment into the region in the Low Carbon sector, including planning for and leveraging major international events such as COP26. They will be supported by a Marketing Manager, who will be jointly funded by WMGC and WMCA – therefore a close working relationship with the Combined Authority will be essential. Engaging the region’s existing business base in these plans will be a significant part of this role.  |

|  |
| --- |
| **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** |
| * Identify and translate the strengths of, and opportunities within, the West Midlands into a compelling value proposition to attract job-creating investment within the Low Carbon sector, from key global and domestic investment markets.
* Develop and implement a focussed, internationally significant business development and marketing strategy to promote Low Carbon inward investment in the region, with the objective of securing successful new investment and expansion projects in line with the range of contracts WMGC is responsible for, with a significant focus on delivering the objectives of the Commonwealth Games Business & Tourism programme.
* 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 engaging and account managing strategic businesses specific to the sector across the West Midlands geography in collaboration with local partners, with the aim of generating business growth and securing expansion projects, and delivering a presence at major events such as COP26.
* Provide consultative support and sector expertise to other teams within the WMGC when they are engaged on projects that contain a Low Carbon dimension.
* Identify commercial and revenue generating opportunities for commercial partners of the WMGC within the Low Carbon sector and engage them where appropriate to support with the international dimensions of the Low Carbon sector business development strategy.
* Work closely with and influence key stakeholders within the region (including Local Authorities, Universities & Property Developers etc.) to enhance the attractiveness of the region’s offer to potential Low Carbon 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 Low Carbon lead for the WMCA regional LEPs, when they carry out strategic initiatives. Maximising close linkages with WMCA will be important.
* 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.
* Mentor and support other team members to ensure the Low Carbon sector is understood and support is provided to develop specialist knowledge across other service delivery teams where appropriate.
 |

|  |
| --- |
| **Dimensions** |
| * Work across the West Midlands region and nationally with potential for occasional international travel to showcase the West Midlands offer in key overseas markets.
* Work with the head of the programme’s Inward Investment workstream to plan and deliver a budget for Low Carbon 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 across the West Midlands
 |

|  |
| --- |
| **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
 |
| **Skills and attributes** | * Excellent communication / relationship management skills
* Excellent inter-personal and team working skills, and a proven ability to form partnerships, 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
 |
| **Knowledge and experience** | * Deep technical knowledge of the Low Carbon sector, including an up to date knowledge of key trends and the commercial drivers of organisations within the sector.
* Awareness of the West Midlands Low Carbon cluster and key companies and assets within it.
* 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.
* 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).
* Knowledge of the structures and roles of relevant public bodies operating within the West Midlands region.
* Detailed knowledge of key companies, stakeholders and recent strategic developments in the West Midlands low carbon cluster.
 |

|  |
| --- |
| **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** |
| David Fisken | Head of Inward Investment | 6th August 2021 |