

**Job Description**

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| **Job Title:** | Commonwealth Markets Manager |
| **Team:** | Strategic Business Development |
| **Classification:** | Manager |
| **Reports to:** | International Markets Lead |
| **Classification of Line Manager:** | Senior Manager |
| **Number of Direct Reports:** | 0 |

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| **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.  Building upon the West Midlands Growth Company (WMGC)’s strong track record of delivery as the region’s investment promotion agency, additional 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 Commonwealth Markets Manager will play a key role in driving the success of the West Midlands Growth Company, as it delivers the **Birmingham 2022 Commonwealth Games Business and Tourism Programme (B&T Programme)**.  This role will be responsible for stakeholder relationship management and intermediary engagement activity in major international markets throughout the Commonwealth. Through this activity and associated relationship management, the role-holder will help to raise awareness of the West Midlands’ Inward Investment proposition and secure advocacy and support from key partners, which will in turn generate a pipeline of qualified investment projects for the region.  The role holder will also work closely with the Director of the West Midlands India Partnership (WMIP) and play a key role in delivery of strategic activity, whilst seeking to leverage WMIP to achieve key outcomes for the Birmingham 2022 Commonwealth Games B&T Programme**.** |

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| **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. |

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| **Main responsibilities and key activities** |
| * Support the International Markets Lead on the development of an International Strategy for the West Midlands Growth Company, identifying the key market opportunities to attract inward investment from, the key stakeholders that must be influenced to ensure success, and the activities required to raise awareness of the West Midlands investment proposition, amongst both prospective FDI investors and key international stakeholders. * Play a key role in the delivery of international intermediary and stakeholder engagement on behalf of the West Midlands Growth Company, including, but not limited to, the overarching relationships with important DIT posts and Markets teams; trade and investment agencies acting on behalf of countries identified as primary and markets for inward investment within the Commonwealth Games Business and Tourism Programme; London Embassies and High Commissions * Provide high quality business development and operational support to the Director of the West Midlands India Partnership and play a leading role in business development activities undertaken by the WMIP, particularly where these align closely with the objectives of the B&T Programme. * Work closely with WMGC’s appointed in-market representation partners, tasked with inward investment lead generation services in Australia, Canada & the US, India, Singapore & Malaysia. * Work closely with the Growth Company’s Inward Investment sector leads and cross-programme events teams, to scope, plan and deliver a number of effective inward-investment in-market activations, including, but not limited to, Queens Baton Relay showcases in each of India, Singapore, Malaysia, Australia and Canada. * Leverage the international footprint of key partners of the West Midlands Growth Company, including games sponsors, commercial partners and the region’s universities, to drive awareness of the region’s inward investment opportunities. * 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. * 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 region for WMGC through its inward 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. |

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| **Dimensions** |
| * Work across the West Midlands region and nationally with occasional international travel to build stakeholder relationships and showcase the West Midlands offer in key overseas markets. * Work with the heads of: Strategic Business Development, Inward Investment & the West Midlands India Partnership to enhance engagement with those stakeholders that are well-positioned to promote the West Midlands Region’s investment offer in key target markets. * Facilitate performance from a number of international ‘in-market representation’ contractors, tasked with generating a pipeline of qualified inward investment enquiries for the West Midlands, in the key target sectors aligned to the West Midlands Local Industrial Strategy. * Key relationships to be with in-market ‘posts’ at the Department for International Trade, international business intermediaries, 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 discipline |
| **Skills and attributes** | * International experience and outlook * Big picture thinker – able to think and plan strategically. * Excellent communication / relationship management skills * Excellent inter-personal and team working skills, and a proven ability to form partnerships, motivate, enthuse and drive individuals. * Strong influencing skills with the ability to secure cooperation from senior external stakeholders. * Excellent communication and presentational skills, with the ability to communicate ideas, issues, systems and procedures successfully at all levels to a variety of audiences. * Demonstrable self-starter, capable of thriving in a fluid, results-driven environment. | * Formal sales or key account management skills training. * An innate focus on developing others, using a coaching and mentoring approach. |
| **Knowledge and experience** | * An understanding of cross-border trade and investment, including an up-to-date knowledge of the commercial drivers and barriers relating to international greenfield investment. * An understanding of the structure and role of the UK’s Department for International Trade and its role in supporting inward investment into the UK. * 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 international business development and/or account management strategies. | * Demonstrable evidence of deep pre-existing relationships within the UK’s department for international trade and/or its counterparts in other countries, particularly major Commonwealth Markets. * Significant experience of dealing with India or Indian companies, particularly in a trade or inward investment context. * Experience of place marketing or investment promotion. * Significant experience working in inward investment or FDI, for one of the following: a national or regional trade, investment or economic development agency; an FDI-focused management consultancy business. * Previous evidence of working effectively in a role with and international dimensions, ideally including one or more primary target markets for our programme (USA, Germany, India, Australia, Canada, Singapore and Malaysia). * Knowledge of the structures and roles of relevant public bodies operating within the West Midlands region. |

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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** |
| Jon Baty | Head of Strategic Business Development | 28/06/2021 |