

**Job Description**

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| **Job Title:** | **Business Development Executive** |
| **Team:** | Inward Investment |
| **Classification:** | Executive |
| **Reports to:** | Business Development Manager |
| **Classification of Line Manager:** | 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’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 Business Development Executive will play a key role in facilitating the success of the West Midlands Growth Company’s sector-focused Inward Investment team and wider investment division, in working together to execute a major international business development strategy, to capitalise on the profile that the Commonwealth Games will generate, with the aim of driving inward investment to the West Midlands and enhancing the reputation of the region as a place for global businesses to create employment and base business operations.The role will provide a broad foundation in Inward and Foreign Direct Investment and familiarisation with the workings of a major Investment Promotion Agency, including specific focus on a couple of our target industry sectors: Advanced Manufacturing, Business, Professional & Financial Services, Creative, Digital & Tech, Life Sciences and Low Carbon. The role will have increasing exposure to client-facing responsibilities and potential opportunities for progression into a sector business development, account management or operational role for a high-performing candidate. |

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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 The Colmore Building, 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** |
| **Business Development & Strategic Programme Support*** Working across a couple of target sectors, supporting the Inward Investment team with planning and execution of key business development initiatives, including sales missions, hosted investor visits, and the progression of dynamic investment projects.
* Support the Head of Inward Investment with programme management of the West Midlands Combined Authority funded inward investment programme.
* Take the lead on the execution of all required procurement to deliver the wider team’s business development activities, whilst remaining mindful of our obligations as a primarily public-funded organisation.
* As knowledge and experience grows, play a client-facing role in inward investment projects, eventually taking ownership for management of a number of SME inward investment projects.
* Become a ‘super-user’ of the Growth Company’s CRM systems and play a key role in the production of business development management information.

**Operational Excellence*** Work within and provide flexible, efficient and accurate operational support to the Inward Investment and wider investment division teams, as they deliver the Growth Company’s inward investment strategy and drive inward investment to the West Midlands.
* Manage the delivery of the teams’ key processes, including property searches, pipeline tracking and associated reporting. Contribute toward regular team meetings and propose new ideas and processes to improve efficiency of the team’s delivery.
* Where required, act as a conduit between key sub-teams in Inward Investment and Strategic Business Development, by proactively sharing information and cascading agreed actions from inter and intra team meetings.
* Take ownership for maintaining, monitoring and accurately completing relevant project and programme documentation for all key strategic programmes that the Inward Investment and Strategic Business Development teams are actively involved in delivering.
* Become an expert in the Growth Company’s Customer Relationship Management (CRM) systems and support the Inward Investment and Strategic Business Development teams with accurately recording and reporting on the work that they do.

**Representing the organisation*** Provide a professional, knowledgeable and friendly first point of contact for all inbound enquiries into the Inward Investment team, received via both the ‘Invest line’ and the ‘Invest Inbox’. Qualify the relevance of these inbound enquiries and accurately enlist the support of colleagues to ensure well-qualified investor prospects receive the support that they require.
* Play a supporting role with key partner organisations, including but not limited to, international lead generation agencies and the Department for International Trade (DIT), to ensure a constant flow of communications, support and collateral, identifying their requirements, and supporting their activities and planning.
* Represent the organisation professionally at events and actively work to raise the profile of the West Midlands Growth Company and the region at all times.
* Collaborate with colleagues from the wider Inward Investment team, and the wider Growth Company team in a positive and constructive manner, to ensure delivery of the organisation’s strategy, broader initiatives, and best practices.
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| **Dimensions** |
| * Work across the West Midlands region, with potential to travel nationally as required, to support Inward Investment activities of the West Midlands Growth Company.
* Work with the Head of Inward Investment and Sector Leads and their respective delivery teams to support successful attainment of the organisation’s objectives.
* The role will be required to develop external relationships with prospective investors into the West Midlands region, relevant operational contacts employed by the Growth Company’s key public, private & university partners and other relevant role-holders at key organisations including Midlands Engine, DIT, the three West Midlands LEPs, Local Authorities and West Midlands Combined Authority.
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| **Key Skills and Competency Requirements (EXAMPLE BELOW – PLEASE COMPLETE AS APPROPRIATE FOR EACH ROLE)** |
| **Area** | **Essential**  | **Desirable** |
| **Qualifications** | * Educated to degree-level or with evidence of relevant experience in a business development, project management or a team coordination role
 | * A degree in a relevant
* Evidence of proactive professional development
* Project management qualifications a bonus
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| **Skills and attributes** | * Highly organised, with good time management skills. Able to work to deadlines.
* Ability to exercise complete discretion when processing sensitive strategic/financial information.
* Excellent attention to detail.
* Good IT skills, including experience of the full MS Office suite.
* Capable of clear, effective and persuasive communication with the aptitude and gravitas to play a key role in client-facing relationships.
* Commercially aware and able to think through and structure solutions to address a range of often intangible challenges.
* Positive, resilient and customer focused mind-set.
 | * Outstanding IT skills, including higher-level Excel skills.
* Strong research skills.
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| **Knowledge and experience** | * Evidence of knowledge or interest in economic development, global current affairs and/or international trade.
* Seeking a high-performing graduate with evidenced ability to be effective from day one or a non-graduate professional with early evidence of exceptional performance in a operations or project support role within a business, public sector or professional services setting.
 | * Experience of working with a CRM system.
* Experience of coordinating or managing projects and/or programmes of activity.
* Familiarity with a long life-cycle business development process.
* Experience of working in a multi-stakeholder / delivery partner environment.
* Experience of at least one of our target sectors
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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** |
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