

**Job Description**

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| **Job Title:** | Business Development Manager – Business, Professional & Financial Services (BPFS) |
| **Team:** | Business Attraction |
| **Classification:** | Manager |
| **Reports to:** | BPFS Sector Lead |
| **Classification of Line Manager:** | Senior Manager |
| **Number of Direct Reports:** | 1 |

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| **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 will promote the West Midlands’ as a location in which global organisations can invest, grow and thrive and will have 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 the UK, Australia, Canada, India, Singapore and Malaysia).The **Business Development Manager** will play a key role in executing a focused domestic and international business development strategy to drive inward investment into the region in the Business, Professional & Financial Services (BPFS) sector and the role will remain as a permanent fixture of the team, to continue to build and convert a pipeline of investors into the region long after the Games has left town. |

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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** |
| The primary objectives of the Business Development Manager role are to secure a target number of inward investment projects into the West Midlands region and drive incremental job creation by facilitating expansion projects from BPFS companies already operating within the West Midlands region. To successfully deliver these out outcomes, it is anticipated that the role holder will need to:* Support the BPFS sector lead with evolution of a compelling value proposition to attract job creating investment within the Business, Professional & Financial Services (BPFS) sector, from key global and domestic investment markets.
* Develop and implement a focused business development strategy, with a focus on securing a volume of investment wins in key niches within the sector (e.g. Fintech, Consultancy, Recruitment Services).
* Take a lead role in account management of existing BPFS businesses across the WMCA geography in collaboration with local partners, with the aim of generating business growth and securing expansion projects.
* Provide consultative support and sector expertise to other teams within the WMGC when they are engaged on projects that contain a BPFS dimension.

 * 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 BPFS investors.
* 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 BPFS investment lead for the WMCA, regional Local Enterprise Partnerships (LEPs), when they carry out strategic initiatives.
* 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.
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| **Dimensions** |
| * Work across the West Midlands region and nationally, with a possible requirement for international travel to showcase the West Midlands offer in key overseas markets.
* Work with the BPFS Sector lead and International Markets team to plan and deliver a comprehensive plan of BPFS 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 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 scientific discipline
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| **Skills and attributes** | * Excellent communication, presentation and relationship management skills
* Excellent inter-personal and team working skills, and a proven ability to form partnerships, motivate, enthuse and drive others towards desired outcomes.
* Highly developed negotiating skills with the ability to influence and close investment decisions.
* Demonstrable self-starter, capable of thriving in a fluid, results-driven environment.
 | * Formal sales or pipeline management skills training.
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| **Knowledge and experience** | * Strong understanding of the BPFS 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.
* Strong commercial awareness and able to build relationships with senior staff across the private and public sector.
* Experience of developing and executing successful business development strategies in a targeted environment.
 | * Experience of place marketing or investment promotion.
* Experience working within, account managing, or selling to companies operating within the BPFS sector.
* An international dimension to previous roles.
* 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 Inward Investment | 26th April 2022 |