



## JOB DESCRIPTION

<b>Job Title:</b>	Business Development Manager – Business, Professional & Financial Services (BPFS)
<b>Team:</b>	Business Attraction
<b>Classification:</b>	Manager
<b>Reports to:</b>	Senior BDM – Business, Professional & Financial Services
<b>Classification of Line Manager:</b>	Senior Manager
<b>Number of Direct Reports:</b>	

### Job Purpose

West Midlands Growth Company helps create new jobs, build and expand businesses, attract regional investment and encourage tourism.

Working as part of a wider sector team, the Business Development Manager – Business, Professional & Financial Services (BPFS) will be responsible for stimulating and securing inward investment and business expansion projects from the Business, Professional & Financial Services Sector, leading to sector growth and job creation across the West Midlands region.

The role will also take an operational lead on driving job-creating public sector relocation into the West Midlands geography, by leveraging the UK Government's commitments on levelling-up, the work of the Government's Places for Growth Programme, and the West Midlands Deeper Devolution Deal, signed in partnership with UK Government.

The West Midlands Growth Company has committed to securing a significant and ambitious quantity of new investments into the region, as well as effectively promoting the West Midlands key economic sectors nationally and internationally, and this role will be key to delivering on this commitment.

### 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 employs practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.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 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.



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### **Main Responsibilities and Key Activities**

#### **BPFS Investment Promotion**

- Work with the Senior BDM BPFS to identify and translate the strengths of, and opportunities within, the West Midlands into a compelling value proposition to attract job-creating investment within the BPFS sector, from key global and domestic investment markets.
- Develop a strong knowledge of, and network within, the BPFS sector in the West Midlands.
- Contribute to the development and delivery of a BPFS sector plan, composed of a mix of direct business development, and events activation, which will drive investment interest in the West Midlands.
- Generate and manage and progress a pipeline of qualified investment projects to deliver a number of successful investment commitments and high-value job creation in the region.
- Conduct effective account management engagement with strategically important incumbent West Midlands businesses, to better understand their objectives and opportunities, with the aim of generating business growth and securing expansion projects.
- Build and leverage effective relationships with a range of private and public sector stakeholders, across the West Midlands, and beyond, to raise awareness of the West Midlands investment opportunity.
  
- Work closely with West Midlands partners to curate compelling 'advocacy' for prospective investors, and identify opportunities to connect investors with commercial partners of WMGC for mutual benefit.

#### **Public Sector Relocations**

- Build, maintain and leverage relationships with key teams and individuals within the civil service (within the West Midlands, and in Whitehall).
- Agree and deliver a joint programme of engagement with key stakeholders (including UK Govt's Places for Growth team) to drive further civil service relocation to the West Midlands.
- Work with WMGC colleagues and representatives from WMCA Local Authorities to create compelling 'local' propositions to attract civil service department, agency and personnel relocations to locations across the West Midlands.
- Steer and support the work of consultants appointed by WMGC, to identify opportunities and target agencies/departments for WMGC to engage as prospective investors into the West Midlands.
- Directly engage a pipeline of government agencies and departments exploring role relocations and expansion within the West Midlands, to accelerate and expand the scope of their plans.
- Capture key activities and outcomes on WMGC's CRM system and against a centrally held Public Sector Relocation project plan, to ensure WMGC's shareholders across the West Midlands have visibility on value added by WMGC colleagues.

#### **Delivering Regional and Local Priorities**

- Where relevant to the BPFS and Public Sector relocation agendas, leverage expertise and relationships to support WMGC's Local Authority shareholders with achieving their local economic development priorities.
- Capture all key activities and outcomes of work undertaken on WMGC's CRM system and contribute to the progression of internal project plans and shareholder reports, to ensure



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This role is primarily office-based (in central Birmingham) with flexibility to work from home around in-person commitments, as agreed with the appointed line manager. The role will also require work across the West Midlands, with occasional national travel and the possibility of international travel.

The post reports to Senior Business Development Manager – Business, Professional & Financial Services Sector, but projects undertaken may involve working directly with the Head of Inward Investment, the Chief Investment Officer, the Chief Executive Officer, or any number of other WMGC posts.

Key Skills and Competency Requirements		
Area	Essential	Desirable
Qualifications	Professional qualification, relevant degree, or equivalent experience	<ul style="list-style-type: none"> <li>Evidence of proactive professional development</li> </ul>
Skills and attributes	<ul style="list-style-type: none"> <li>Excellent communication / relationship management skills</li> <li>Excellent inter-personal and team working skills, and a proven ability to form partnerships, lead, motivate, enthuse and drive individuals.</li> <li>Excellent communication and presentational skills, with the ability to communicate ideas, issues, systems and procedures successfully at all levels to a variety of audiences.</li> <li>Strong negotiating skills with the ability to influence investment decisions at the highest level.</li> <li>Demonstrable self-starter, capable of thriving in a fluid, results-driven environment.</li> <li>Skilled in business development, marketing activities and tactics.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> <li>Content creation skills for business propositions and presentations.</li> <li>Confident understanding of economic development principles and objectives.</li> </ul>



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<p>Knowledge and experience</p>	<ul style="list-style-type: none"> <li>• Understanding of the BPFS sector, including an up-to-date knowledge of key trends.</li> <li>• Experience of working in a multi-stakeholder / delivery partner environment.</li> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of place marketing or investment promotion.</li> <li>• Experience working within the UK’s Civil Service, or directly engaging/influencing Civil Service decision makers.</li> <li>• Previous evidence of working effectively in a role with national and international dimensions.</li> <li>• Understanding of the region’s public sector support functions, and academic institutions.</li> <li>• Understanding of a commercial organisation’s key drivers of growth and investment.</li> </ul> <p>Detailed knowledge of key companies, stakeholders, assets and recent strategic developments in the West Midlands BPFS sector</p>
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Our Values	
Trust – Trusted Delivery Partners	We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise.
Respect – Opinions Matter	We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly
Leadership – We lead by example	We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes.
Wellbeing – Health, growth and inclusivity	We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy and happy, developing a growth mindset.

Prepared by	
[name]	Date:
	Job Title: