



JOB DESCRIPTION

Job Title:	International Markets Manager
Team:	Business Attraction
Classification:	Manager
Reports to:	International Markets Lead
Classification of Line Manager:	Senior Manager
Number of Direct Reports:	0

Job Purpose

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

The Birmingham 2022 Commonwealth Games was a golden opportunity not just for the West Midlands, but for the UK. The Commonwealth Games demonstrated 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 the legacy programme for the Commonwealth Games to continue to attract visitors, investors, and events to the West Midlands.

Working within the International Markets team as part of the wider inward investment function, the International Markets Manager will play a key role in driving the continued success of the West Midlands region. This is an exciting role with great exposure.

The International Markets Manager - will be responsible for lead generation, stakeholder relationship management and intermediary engagement activity across two to three of the key markets within Europe or North America. The role holder will maintain and actively develop relationships across a number of key trade organisations, multipliers and British diplomatic outposts (Post). Through this activity and associated relationship management, the International Markets Manager will help to raise awareness of the West Midlands' Inward Investment proposition and secure advocacy and support from key partners, to generate a robust pipeline of qualified investment projects for the region.

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practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.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

Main Responsibilities and Key Activities



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- Support the International Markets Lead on the development of an International Strategy for the WMGC, 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 WMGC, including, but not limited to, the overarching relationships with important DBT posts and Markets teams; trade and investment agencies in London acting on behalf of countries identified as primary markets for inward investment. .
- Work closely with WMGC's appointed in-market representation partners, tasked with inward investment lead generation services in Australia, Canada, India, France, Germany, Malaysia Singapore & the USA. The post holder will be directly responsible for the contract management of 2 – 3 in-market rep.
- Deputise for the International Markets Lead or the Leadership Team at WMGC to speak at local and international business conferences.
- Plan and deliver VIP visits to the region that lead to perception change at a senior level, opening opportunities in areas such as innovation, air route development and civic engagement, and leveraging the visits to generate trade and investment opportunities for the region.
- Undertake planned marketing and lead generation activities both nationally and internationally (trade fairs, exhibitions etc) to showcase the regional WMCA geography offer.
- Be able to research and create presentations that assists the Leadership Team at WMGC in making decisions, particularly in the international areas.
- 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 campaigns.
- Leverage the international footprint of key partners of the WMGC, including local authorities, commercial partners and the region's universities, to drive awareness of the region's inward investment opportunities.
- Work closely with the Leadership Team at the WMGC to ensure consistent and effective achievement of contract objectives, providing flexible support to ensure the team targets are achieved.
- 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, the Department for Business & Trade 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.

Dimensions

Team Structure:



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Travel: Within the UK, and occasionally overseas

Budget responsibility: N/A

Key Skills and Competency Requirements

Area	Essential	Desirable
Qualifications	A bachelor's degree in communications, economics, finance, languages, law, international relations, marketing or equivalent	
Skills and attributes	<p>A high level of enthusiasm, personal drive and a capacity for sustained performance</p> <p>Self-starter, able to work and sometimes deliver towards tight deadlines</p> <p>Tactful, diplomatic whilst maintaining confidentiality</p> <p>Business development skills</p> <p>Stakeholder management skills</p> <p>Report writing and the ability to synthesise and present information clearly and concisely</p> <p>IT skills: Microsoft Office (Outlook, Word, Excel, PowerPoint, Teams)</p>	<p>Project management skills</p> <p>Business event or delegation management</p> <p>Experience of updating and maintaining CRM</p> <p>Proficiency in other languages would be an advantage</p>
	Confidence and experience of presenting in a business context	Knowledge of working in one of five key sectors of the region (Advanced



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<p>Knowledge and experience</p>	<p>Experience of working with international clients or stakeholders</p> <p>Awareness of local and national policy within the context of economic development</p>	<p>Manufacturing; Business, Professional & Financial Services; Creative, Digital & Tech, Life Sciences, Business; and Low Carbon)</p> <p>Experience of working in inward investment or trade promotion</p> <p>Understanding and knowledge of how Department for Business & Trade operates</p>
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Our Values

<p>Trust – Trusted Delivery Partners</p>	<p>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.</p>
<p>Respect – Opinions Matter</p>	<p>We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly</p>
<p>Leadership – We lead by example</p>	<p>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.</p>
<p>Wellbeing – Health, growth and inclusivity</p>	<p>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.</p>

Prepared by

<p>Chris Lau</p>	<p>Date: 11/03/2024</p>
	<p>Job Title: International Markets Lead</p>