**Job Description**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job Title:** | Senior Business Development Manager – Tech, Digital Media and Creative Services | | | |
| **Department:** | Commercial | | | |
| **Team** | Business Attraction | | | |
| **Classification:** | Senior Manager | | | |
| **Reports to:** | Head of Business Attraction | | **Classification of Line Manager:** | Head of |
| **Number of Direct Reports:** | | 1 x Business Development Manager  1 x Senior Business Development Executive | | |
| **Job Purpose:**  This role will be responsible for designing and implementing a sustainable, measurable strategy to secure inward investment and business expansion of the Tech, Digital Media & Creative Services sector leading to sector growth and job creation across the West Midlands region. | | | | |
| * Take a lead role in devising, developing and implementing programmes of focussed business development and marketing activity to promote Tech & Digital inward investment to the region, identifying and maximising regional strengths to stimulate greater levels of investment. * Take a lead role in account management of strategic businesses specific to the sector across the WMCA geography in collaboration with local partners, aimed at generating business growth and securing expansion projects. * Take a prominent role in leading/ supporting as appropriate with colleagues on Tech & Digital related inward investment activities and enquires where there may be overlap or have synergies with other target sectors (advanced engineering, business, professional & financial services, life sciences, food and drink). * Undertake external business development activity to identify, support and secure inward investment through new and expansion projects to achieve an increase in job creation across a range of different contracts West Midlands Growth Company (WMGC) is responsible for. This activity may be with individuals, partners (Local Enterprise Partnerships, Local Authorities, Commercial Partners) or appropriate consortia. * Proactively lead on identifying and effecting new revenue opportunities and platforms, to support commercial member and partner engagement opportunities and referrals within the Tech & Digital sector. * Work closely with and influence the developer community around appropriate space requirements to attract Tech & Digital sector occupiers and to stimulate investment within local firms within the region. * 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. * Forge and develop effective relationships across and between the public and private sectors within Greater Birmingham, the Black Country and Coventry and Warwickshire to send out a coordinated message to potential investors in the region. * By demonstrating value via effective delivery of attracting new businesses to the region and aiding existing firms to expand, build influence to become the natural ‘go to’/consultative Tech & Digital lead for the WMCA regional 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 including, the WMGC university shareholders * 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 sector for WMGC through its inward investment programmes within Midlands Engine, DIT and other relevant organisations to influence their plans and activities, aimed at ensuring WMCA geography is perceived as a priority region for them in inward investment opportunities. * Efficiently use current customer relationship management systems to ensure regular and effective evaluation of activity, and transparency of lead generation across the region. * Conduct all aspects of line management responsibilities to include; recruitment, communication and engagement, performance management, development and coaching activities * Mentor and support other team members to ensure the Tech & Digital sector is understood and support is provided to develop specialist knowledge across the service delivery teams who work within the sector | | | | |
| **Dimensions:**   * Work across the West Midlands region and nationally with occasional international travel * Some responsibility for budgetary spend according to programmes * Managing a portfolio 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 across the West Midlands | | | | |
| **Key Skills and Competency Requirements:**  **Essential:**   * Highly experienced in business development with a deep understanding of the Tech & Digital sector – minimum 5 years * Excellent inter-personal and team working skills, and a proven ability to form partnerships, motivate, enthuse and drive individuals. * Excellent communication and presentational skills, with the ability to communicate ideas, issues, systems and procedures successfully at all levels to a variety of audiences. * Highly developed negotiating skills with the ability to influence decision-makers at the highest level. * Proven ability to operate with a range of decision makers and structure detailed solutions to their requirements. * Commercially aware, credible and able to build relationships with senior staff across the private and public sector. * Must be educated to degree level or equivalent.   **Desirable:**   * 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. * Evidence of a well-developed knowledge and understanding of the strategic issues around sustainable economic development and place marketing. * Evidence of successful promotion/implementation of joint venture partnerships within the public/private sectors. | | | | |

|  |  |  |
| --- | --- | --- |
| **Prepared by:** | | |
| **Name** | **Job title** | **Date** |
| **David Fisken** | Head of Business Attraction | 28/03/19 |
| **Approved by:** | | |
| **Name** | **Job title** | **Date** |
|  |  |  |