

JOB DESCRIPTION

JOB TITLE:	Inward Investment Support Executive
MANAGED BY:	Business Development Manager
GRADE:	Grade 7

THE ROLE

The West of England Mayoral Combined Authority (MCA) is seeking to appoint an Inward Investment Support Executive to join the Inward Investment team.

The Enterprise, Inward Investment and Innovation service is responsible for delivering business support, innovation and cluster development, and inward investment activity, alongside a focus on trade and international partnerships, to drive a joined up and effective business account management programme.

Reporting to the Business Development Manager, the Support executive will work in the Inward Investment team to support the delivery of international and inward investment campaigns, lead generation activity, and targeted business support to secure new investment and jobs in the West of England region.

You will undertake tasks in a specialist service area that support Executives and Senior Officers delivering new investment and business support activity aimed to encourage businesses to locate and expand in the West of England, driving economic growth.

Core to the Support Executive role will be sector and international markets insights, support to develop compelling propositions and campaigns to attract new inward investment, use of lead generation tools, management of information and bespoke CRM, first point of contact and triaging for incoming enquiries into the Invest Bristol & Bath team.

This role will require the successful applicant to be available to travel to support client and delegation visits and attend events in person (mainly within the West of England region, occasionally travelling to national and international events).

KEY RESPONSIBILITIES

The role will encompass business support, stakeholder and client relationships, and bespoke support to inward investment delivery, in an innovative and often fast-paced environment, flexing and adapting with the needs of the service.

Key responsibilities will include:

- Lead generation to ensure a steady flow of new incoming investment enquiries, by supporting the development of bespoke propositions and sector campaigns, gathering intelligence and pro-actively identifying new opportunities for the team. You will use intelligence and research to support inward investment targeted lead generation and business development activity.
- Triaging and first point of contact for Invest Bristol & Bath enquiries, dealing with enquiries and proposition or visit requests ensuring timely response, liaising with key partners and internal and external stakeholders; using initiative to work autonomously, problem solving, and knowing when to escalate; inspiring confidence and trust when providing advice and guidance to team and partners on inward investment processes.
- Contribute to the development of compelling propositions to encourage new investment and business expansion into the region.
- Investment promotion, working with the marketing team and delivery partners to develop bespoke content and messages for an inward investment audience, including content for website, collateral and social media, and creating and delivering presentations to a diverse audience.
- Co-ordinate inward investment clients meetings and events, organising logistics and developing programmes for visiting clients, investment and trade delegations and expos. This includes support to international delegations hosting, and investment promotion at events.
- Processing and enquiry handling with internal and external teams (including finance, procurement, legal, and IT) to ensure the smooth delivery of the inward investment activity and campaigns plan; use of bespoke lead generation, CRM, and sector research software tools; working at pace with a high caseload of diverse activities, reviewing and prioritising to ensure deadlines are met.
- Using detailed knowledge of the specialist service area and joint working with delivery partners, local authorities, and database providers to develop bespoke tools, infographics, and presentations using a range of MS Office and software tools.
- Database operator of complex CRM system, including liaison with database provider and delivery partners for system administration, design of bespoke

reports and clients survey tools, collation and analysis of data to inform project reporting.

- Any other duties commensurate with the role

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Degree level or equivalent standard of general education/experience
- Excellent IT, organizational and research skills including Outlook, Word, Excel, PowerPoint and database entry and reporting

Experience

- Managing internal and public business enquiries by phone, email and face to face
- Use of intelligence and research tools/contacts to support proposals to clients, CRM and database use including system administration, designing reports, and analysis of data
- Lead generation, skilled in working in a business to business sales and/or business development environment
- Providing business support and administrative support for a fast-paced and innovative specialist service. Experience working as part of a team to deliver a professional service to external clients.
- Developing documents and presentations in a range of styles and formats
- Events and stakeholders co-ordination, meetings support including chairing and presenting; promoting projects to internal and external stakeholders, including presenting to diverse audiences.
- Proficient in using business intelligence tools and networks.

Skills and Competencies

- Excellent written and oral communications skills at all levels, with ability to create reports and presentations to a high standard with strong attention to detail
- Public speaking, able to confidently present information to individuals and groups
- Training and coaching, able to convey complex processes to a range of audiences
- Self-motivated, capable of planning and prioritising own workload to meet deadlines
- Flexible and agile with the ability to respond at pace to competing demands
- Able to work as part of a team and build relationships with colleagues in partner organisations and external stakeholders and business clients, with a

focus on excellent customer service.

- Appreciation of the importance of discretion and confidentiality

DESIRABLE

Qualifications and Knowledge

- Knowledge of the West of England's key sectoral strengths, capabilities and its business ecosystem.
- Understanding of international markets and the work of the Department of Business and Trade.

Experience

- Experience of providing a range of business support in an innovative and fast-paced project environment
- Experience of administration in a complex political environment or similar
- Experience of business development, inward investment and/or trade, and international market activity.

Skills and Competencies

- Understanding of the regional political, economic, and business support landscape across the West of England.