

JOB DESCRIPTION

JOB TITLE:	Business Development Inward Investment Project Support Officer
MANAGED BY:	Business Development Manager
GRADE:	7

BACKGROUND

The West of England Combined Authority is seeking to appoint a Business Development Inward Investment Project Support Officer to join the Inward Investment, Enterprise and Trade team.

This is an exciting time to join the West of England Combined Authority. In the last year nearly three quarters of a billion pounds of new investment has been secured for the region. New plans are in place to deliver on Mayoral priorities to improve transport, skills and housing for our residents, take decisive action to tackle the climate emergency, and to support communities facing the cost-of-living crisis. There is a relentless focus on delivery to put the West of England on the map for regional, national and global success.

Led by the regional Metro Mayor, the West of England Combined Authority brings together three local councils, the Local Enterprise Partnership and works with communities, other public services, and industry to deliver for the region.

You will be a key player in making the West of England the best it can be for jobs, training and inward investment. We are delivering on bringing secure and fairly-paid jobs to the region, supporting people to gain new skills, and businesses facing economic uncertainty. We are building on our reputation as a region of innovation and creativity.

Come and help shape the future of the West of England, a place so many people are proud to call home.

THE ROLE

The 'Enterprise, Inward Investment and Trade' service is responsible for delivering indigenous business support (via the West of England Growth Hub) and inward investment activity (via Invest Bristol and Bath), alongside a focus on international trade, to drive a joined up and effective business account management programme.

Reporting to the Business Development Manager, the Project Support Officer will work in the Inward Investment and Trade Team to support inward investment sector campaigns, international lead generation activity, and business support delivered within the Business and Skills Directorate.

You will undertake tasks in a specialist service area that supports Executives 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 Project Support role will be sector and international markets research, support to develop compelling propositions and campaigns to attract new inward investment, analysis and use of lead generation tools, management of information on the CRM, and triaging for incoming enquiries into the Invest Bristol & Bath team.

KEY RESPONSIBILITIES

The role will encompass business support, research responsibilities, and complex project support in an innovative and often fast-paced environment, flexing and adapting with the needs of the Business and Skills directorate. The 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, business development and events activity, and international delegations hosting.
- Triaging and first point of contact for Invest Bristol & Bath enquiries, dealing with enquiries and proposition requests, problem solving for the public, funders, project partners and other internal and external stakeholders; using initiative and project knowledge to work autonomously and make real time decisions, knowing when to escalate more major issues; inspiring confidence and trust when providing advice and guidance on project delivery to team members
- Research as needed to contribute to continuous project innovation, bringing in-depth project knowledge to support continuous improvement and create compelling propositions to encourage new investment and business expansion into the region.
- Project promotion, working with the communications team and delivery partners, including developing content for the investment website, collateral and social media, creating and delivering presentations to stakeholders.
- Meeting and event management, organising logistics and developing programmes for project-wide events and visiting investment and trade delegations.
- Administration, processing and query handling with internal and external teams including finance, procurement, and IT; use of bespoke lead generation 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, evaluators and database providers for development of project delivery tools, infographics and presentations using a range of MS Office tools
- Database operator of complex CRM system, including liaison with database provider and delivery partners for system administration, design of reports and audit tools, data audit, collation and analysis of data across project areas to inform project reporting
- Support for a range of teams across the Business and Skills directorate as project priorities allow
- 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 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, database support 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 area and its associated projects
- 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 forums.

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 clients, with a focus on excellent customer service
- Appreciation of the importance of discretion and confidentiality

DESIRABLE

Qualifications and Knowledge

- 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. Knowledge of what motivates investment decisions and the drivers of business growth.
- Understanding 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.

REWARDS AND BENEFITS

Alongside a competitive salary, we offer an excellent benefits package including:

- 26 days annual leave plus bank holidays
- Generous Employer-Contribution Pension Scheme through the Avon Pension Fund
- Cycle to work scheme and secure bike parking
- Free eye tests for all display screen equipment (DSE) users
- Discounted monthly bus tickets
- Hybrid working to split your week between the office and home to help you achieve the best work/life balance and career goals.

We have recently moved into a new bright, airy, modern office space, with all latest technology, under a 10-minute walk from Bristol Temple Meads Train Station. We offer flexible and hybrid working options too if you would rather work from home, or another suitable location.

As an equal opportunities employer, we invite applicants to contact us to identify any additional support they may need during the recruitment process.

WE PAY THE LIVING WAGE

We're proud to have been accredited as a Living Wage Employer

Living Wage accreditation means that everyone working at The West of England and Combined Authority receives a minimum hourly wage of £14.21 - higher than the government minimum for **over 23s, currently £10.42 per hour**



It also means that anyone who provides services to, or has contracts with us, must pay the Living Wage, setting the bar for good employer practices in the region. This includes those who provide services to The West of England and Combined Authority, such as cleaning and facilities management contracts, as well as those who have contracts with us - such as IT providers.