

JOB DESCRIPTION

JOB TITLE:	Inward Investment Account Executive
MANAGED BY:	Investment Manager
GRADE:	Grade 9

THE ROLE

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

Reporting to the Investment Manager, the Inward Investment Account Executive will play a key role within the **Economy and Skills Directorate**, contributing to the **Enterprise, Inward Investment, and Innovation** service. The Inward investment team supports companies to set up, expand, or relocate to the West of England – attracting new businesses and investment to drive jobs, productivity, innovation, and sustainable economic growth. In this role, you will account manage a portfolio of inward investment clients, working with key decision-makers from across the globe to bring new investment into the region. You will also engage with local businesses to identify opportunities for growth, particularly among our strategic employers.

By providing tailored guidance, making valuable connections, and sharing intelligence on the regional business environment and sector-specific support, you will help businesses thrive. You will work collaboratively with both public and private sector partners – including the **Office for Investment (OFI)** and local authorities across the West of England – to ensure a smooth 'landing' and effective 'aftercare' for investors, delivering a seamless client journey.

You will develop a strong understanding of the region's priority growth sectors and provide useful insights that help inform regional policy and shape future economic opportunities.

KEY RESPONSIBILITIES

Account management/Client handling

- Account managing a portfolio of inward investment clients by providing guidance, connections and intelligence on the West of England business environment and specialist sectors/clusters in the region, working closely with private and public sector partners.
- Identifying and referring clients to appropriate sources of support (local and national) to ensure successful ‘landing’ of investment.

Lead Generation/marketing

- Support the identification and generation of new inward investment leads by contributing to the development of marketing campaigns and collateral.
- Gather and share market intelligence and build your own pipeline of potential investors.
- Collaborate with the wider team to ensure a consistent flow of high-quality enquiries.

Local business and network engagement

- Engage with local strategic businesses to identify growth potential, understand growth barriers, and respond to opportunities or risks as they arise.
- Attend local business events and networking opportunities to engage with strategic employers and stakeholders, build relationships, and identify potential investment or reinvestment opportunities.
- Support partner-led business engagement activities, contributing regional insights and connections where relevant.

Partnership and relationship management

- Work collaboratively with other team members and stakeholders to maximise business referrals, joint activity, and funding opportunities.
- Coordinate with local authority economic development teams to deliver inward investment activities that align with the region’s specialist sectors, clusters, and strategic employment locations.

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Degree level or equivalent standard of general education/experience
- Excellent knowledge of what motivates investment decisions and the drivers of business growth.

Experience

- Proven experience in account management, including handling complex and time-sensitive inward investment enquiries.
- Demonstrated success in lead generation within a business-to-business (B2B) or

<p>business development environment.</p> <ul style="list-style-type: none"> • Experience in presenting compelling and coherent investment cases to potential investors. • Proficient in using business intelligence tools and networks to support tailored investment proposals. • Experience working as part of a team to deliver events and large-scale investment-related projects.
<p>Skills and Competencies</p> <ul style="list-style-type: none"> • Strong partnership-building skills with the ability to contribute to the success of the Authority's Economy and Skills objectives, particularly within Enterprise, Inward Investment, and Innovation services. • Self-motivated and capable of working independently, with excellent prioritisation, problem-solving, and multitasking abilities. • Excellent written, verbal, and interpersonal communication skills - able to listen, question, and communicate complex issues clearly and persuasively. • Confident and credible when engaging with senior business leaders and investors, with the ability to influence high-level decisions. • Flexible and adaptable approach to work; willing to travel and work extended hours when required. • Strong planning and organisational skills, with the ability to meet tight deadlines under pressure. • A clear interest in, and understanding of, the inward investment landscape, including market trends and opportunities for the region.
DESIRABLE
<p>Qualifications and Knowledge</p> <ul style="list-style-type: none"> • Knowledge of the West of England's key sector strengths (e.g. advanced engineering and aerospace, creative and digital, high tech). • Understanding of West of England Combined Authority structures
<p>Experience</p> <ul style="list-style-type: none"> • Experience in supporting investment activity in one or more of the region's key sectors. • Experience in working with or within local government or regional economic development bodies.
<p>Skills and Competencies</p> <ul style="list-style-type: none"> • Understanding of the regional political, economic, and business support landscape across the West of England.