

## JOB DESCRIPTION

<b>JOB TITLE:</b>	Senior Investment Executive
<b>MANAGED BY:</b>	Investment Manager
<b>GRADE:</b>	10

## BACKGROUND

The West of England Combined Authority is seeking to appoint a Senior Investment Executive to join the Inward Investment team (Invest Bristol and Bath).

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

Reporting into the Investment Manager, the Senior Investment Executive will specialize in managing major projects to attract new businesses and investment to the region, driving productivity and economic growth.

They will:

- Manage high-quality portfolio's of prospective business investors and key strategic accounts.

- Interrogate intelligence and undertake research to create compelling propositions to encourage investment into the region.
- Work with officers across the combined authority, economic development leads from the West of England unitary authorities, a range of sector specialists and external agencies, when developing Propositions.
- Support Team members using extensive knowledge to develop propositions and effective account management
- Be delivering on Metro Mayoral priorities to put the West of England on the map for national and global success

## KEY RESPONSIBILITIES

This is not an exhaustive list but is designed to give the post holder a broad idea of what the role is likely to entail:

- Acting as senior knowledge broker, providing advice and guidance to Executives in service delivery and senior point of contact for investment leads, gathering intelligence to understand the opportunity for landing and any barriers to investment.
- Deputizing for the Investment Manager, contributing to management activities within EIIT and assist the Manager to plan, organise and manage the service, including managing major projects.
- Identifying and analysing new operational requirements and their implications for the service area.
- Assisting in supervision and support of staff and contribute to their development and communicate changes in policy and working practice to Executives and contacts, providing specialist and clear advice to customers and peers.
- Managing professional relationships and support others to manage relationships, providing managed introductions to key partners and account leads to create a smooth journey for prospective investors.
- Account managing a portfolio of inward investment clients providing guidance, connections and intelligence on the business environment, working in closely with private and public-sector partners and referring clients to appropriate sources of support.
- Working with colleagues to ensure a steady flow of incoming investment clients (leads) by supporting the development of marketing campaigns and collateral, gathering intelligence and building a pipeline of opportunities.
- Working with colleagues and partners on business engagement with local strategic businesses and networks, who have the propensity to reinvest or stimulate investment in the region responding to strengths, opportunities or threats.
- Proactively raising awareness of the Combined Authority's Enterprise, Inward Investment and Trade activity through social media, events and networking, developing relationships with key stakeholders and supporting marketing and communication campaigns with the internal marketing

## PERSON SPECIFICATION

### ESSENTIAL (MUST HAVE)

#### Qualifications and Knowledge

- Educated to degree level (with a strong analytical component) or with equivalent experience
- Working knowledge of product development, reporting and account management
- An appreciation of what motivates investment decisions and the drivers of business growth

#### Experience

- Advocating and influencing to senior levels.
- Leading programmes of work of significant size and value, ideally from start to end, including risk management, governance and monitoring of performance.
- Resource and budget management
- Experienced in leading complex inward investment inquiries.
- Skilled in account management working in a business environment.
- Experience of presenting information coherently and convincingly to make the case for investment.
- Proficient with using intelligence tools/contacts to support proposals to customers.
- Experience in working in a project team environment to support events and large projects.
- Demonstrable experience of customer service and working to promote inward investment and business growth
- Experience of delivering social media and marketing campaigns to support inward investment and lead generation.
- Experience of developing strong working relationship with key partners and stakeholders to deliver shared goals
- Strong administration and organisational skills.

#### Skills and Competencies

- Ability to work individually with minimum supervision and as part of a multi-disciplinary team
- Ability to interpret complex regulations/legislation.
- Knowledge of effective management information process, particularly in ensuring data protection and file security is upheld.
- Highly motivated with the demonstrable experience of achieving personal and contributing to the achievement of team objectives.
- Knowledge of development of performance and monitoring data tools including a good understanding, and demonstrable use of, key performance indicators.
- Highly proficient in the use of standard Microsoft Office products, including Outlook,
- Word and Excel.
- Highly organised with the ability to prioritise and focus on what is important and with the confidence to constructively challenge existing working practices.

- Partnership working and collaborative working to agree priorities and achieve shared outcomes.
- Excellent written and oral communication skills with ability to create reports, presentations and propositions to a high standard.
- Understanding of public sector organisational structures and culture.

## DESIRABLE

### *Qualifications and Knowledge*

- Knowledge and experience in a relevant field for example: economic development, account management or investment business development.
- Knowledge of the business landscape in the West of England.
- Knowledge of the existing business support infrastructure in the West of England.

## REWARDS AND BENEFITS

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

- 26/31 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 the 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 £15.17 - higher than the government minimum for **over 23s, currently £12 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.

