

## JOB DESCRIPTION

JOB TITLE:	Inward Investment 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 Executive to join the Inward Investment team.

Reporting to the Investment Manager, the Inward Investment Executive will play a key role 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 Department for Business and Trade (DBT), 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 have a strong understanding of the region's priority growth sectors and provide useful insights that help inform regional policy and shape future economic opportunities.

This role will require the successful applicant to travel to support client and delegation visits and attend events in person.

## KEY RESPONSIBILITIES

### **Account management/Client handling**

- Account managing a portfolio of inward investment clients by providing guidance, property solutions, 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.

### **Business Development/Lead Generation**

- Develop and promote inward investment campaigns aligned with the West of England Growth Strategy’s key sectors and the investment opportunities in the region’s growth zones.
- Generate new inward investment leads by developing and taking to market compelling sector focused inward investment campaigns. This includes managing relationships with key multipliers locally, nationally and internationally.
- Gather and share market intelligence and build your own pipeline of potential investors.
- Work with the team to manage the inward investment pipeline, ensuring a consistent flow of new high-quality enquiries, and conversion of leads into projects and ‘landings’.

### **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 key 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 business development environment.
- 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.

#### Skills and Competencies

- Strong stakeholder management and partnership-building skills with the ability to contribute to the success of the Authority's International and Inward Investment objectives, particularly within the 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 (locally, nationally and internationally) for in person meetings and events, and work extended hours when required (e.g. when dealing with international clients in different time zones).
- 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

### Qualifications and Knowledge

- Knowledge of the West of England's key clusters and sector strengths (e.g. advanced engineering and aerospace, clean energy, tech and digital, creative industries).
- Understanding of West of England Combined Authority's structure and strategic priorities.

### Experience

- Experience in supporting international investment and trade activity in one or more of the region's key sectors.
- Experience in working in inward investment, with central or local government or regional economic development bodies.
- Experience with business support, key account management, or international investment and partnerships.

### Skills and Competencies

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