

## JOB DESCRIPTION

<b>JOB TITLE:</b>	Investment Executive
<b>MANAGED BY:</b>	Investment Manager
<b>GRADE:</b>	Grade 9

### BACKGROUND

The West of England Combined Authority is seeking to appoint an Investment Executive to join the Business and Skills directorate.

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 to the Investment Manager, the Investment Executive will play a key role within the Business and Skills directorate's 'Enterprise, Inward Investment and Trade' service to attract new businesses and investment to the region, driving productivity and economic growth.

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 new focus on international trade, to drive a joined up and effective business account management programme for the region. You will provide a high-quality professional service by managing a portfolio of prospective business investors. You will use intelligence and research to create compelling propositions to encourage investment into the region.

In developing propositions for investors, you will work with officers across the Business and Skills directorate and WECA, economic development leads from the WoE unitary authorities, and a range of sector specialists.

## KEY RESPONSIBILITIES

### Account management/Client handling

- Account managing a portfolio of inward investment clients across the region by providing guidance, connections and intelligence on the business environment and specialist sectors/clusters in the region, working in 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

- Working with colleagues to ensure a steady flow of new incoming investment clients (leads) by supporting the development of marketing campaigns and collateral, gathering intelligence and building your own pipeline of opportunities.

### Local business and network engagement

- Working with colleagues and partners on business engagement with local strategic businesses, who have the propensity to reinvest in the region responding to opportunities or threats, as and when they arise.

### Partnership and relationship management

- Working with other team members to maximise additional external business referrals, joint activity and possible funding opportunities.
- Alongside the WoE UA Economic Development functions, delivering inward investment activity to support the region's specialist sectors/clusters and strategic employment locations including Enterprise Zones and Areas.

## 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

- Account Management - experienced in handling complex and often time consuming inward investment inquiries.
- Lead Generation - skilled in working in a business to business sales and/or business development environment in a results-oriented environment.
- Experience of presenting information coherently and convincingly to make the case for investment.
- Research - 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.

### Skills and Competencies

- Ability to create strong partnerships to benefit WECA's Business and Skills, and specifically the 'Enterprise, Inward Investment and Trade' services, objectives.
- Ability to work without close supervision - able to prioritise, problem-solve and multi-task.
- Excellent written and verbal communication and inter-personal skills - questioning and listening to achieve a common understanding of complex issues to apply appropriate tactics and techniques on clear convincing and consistent messages.
- Ability, confidence and credibility when dealing with senior business leaders and investors to develop, influence and advise on business relocation decisions.
- Willingness to take a flexible and adaptable approach to work, able to travel and be prepared to put long hours in when circumstances demand it.
- Proven planning and organisation skills with the ability to work to often tight deadlines.
- Demonstrable interest in and understanding of the inward investment landscape including market trends and appraising investment opportunities.

## DESIRABLE

### *Qualifications and Knowledge*

- Experience in working to support the region's key sectoral strengths (e.g. advanced engineering & aerospace, creative & digital and high tech).
- Understanding of West of England Combined Authority and Local Enterprise Partnership.

## REWARDS AND BENEFITS

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

- 25 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 are about to move 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 £9.90 - higher than the government minimum for over 23s, currently **£9.50 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.