

## JOB DESCRIPTION

Job Title: INWARD INVESTMENT MARKETING & ADMINISTRATION ASSISTANT

Salary: **£20,000 pa. (Dependant on Experience)**

Reports to: Inward Investment Team Leader

GFirst LEP is Gloucestershire's Local Enterprise Partnership - our mission is to make Gloucestershire great by driving sustainable economic growth throughout the county, creating jobs and business opportunities for thousands of people. We're led by the business community, in partnership with voluntary, education and public sectors, to help Gloucestershire realise its economic potential.

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### Job Purpose/Key Role:

To play a key support role that ensures the Gloucestershire Inward Investment project is delivered efficiently and successfully. This role will support the external facing team and also assist the operations area by giving general administrative and marketing support in relation to inward investment activity.

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### Main Duties/Responsibilities/Accountabilities:

- Provide administrative support to the Inward Investment Team Leader and the Inward Investment Executive.
- Use your marketing experience to create and agree with partners the priorities for the marketing of key inward investment opportunities and the development of relevant 'soft' landing packages for the GFirst LEP area.
- Deliver communications highlighting successes alongside outreach activity to the business community. This would include management and delivery of business surveys, social media campaigns, newsletters, focus groups and other methods of engaging businesses.
- You will work closely with the GFirst LEP executive team, our partners in the County Council, the District Councils, DiT and the Growth Hub. You will assist to help develop activities that drive economic growth and support the delivery of the LEP's *Strategic Economic Plan (SEP)*.

- To facilitate and bring added value to relationships and best practice approaches to supporting growth of existing local foreign owned businesses located in Gloucestershire.
- To demonstrate the benefits of collaborative working across a complex inward investment landscape to encourage joint investment and working.
- To be able to identify the key priorities for the LEP with regards to business and stakeholder engagement and provide support to deliver these in relation to the Gloucestershire Inward Investment project.
- Arrange/co-ordinate and attend meetings and events to support, record and track the development of inward investment opportunities.
- Liaise with GFirst LEP PA & Office Manager and the inward investment team to ensure that there is effective communication between teams, including scheduling regular meetings and briefings.
- Provide first point of contact for inward investment opportunities, responding to queries, scheduling and keeping notes of meetings as appropriate.
- Retain, collate and manage data from activities to support the Inward Investment Team Leader in producing reports as required for Joint Committee/LEP Board meetings.
- Provide administrative support to the GFirst LEP team, and office cover to assist with the business development needs and day-to-day operation of the office.

**PERSON SPECIFICATION**

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| <b>QUALIFICATIONS</b> | High level secretarial/administrative qualifications and marketing experience.  |
| <b>KNOWLEDGE</b>      | <p>Previous experience as Marketing Co-ordinator or Personal Assistant to a senior manager and proven track record of achievements.</p> <p>Advanced knowledge and experience of working within an office environment.</p> |
| <b>EXPERIENCE</b>     | <p>Be able to demonstrate experience in supporting managers.</p> <p>Be able to demonstrate a track record of delivering marketing support activities in an organisation.</p>  |

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|                           | Experience of providing senior level administrative support for people and/or projects.   |
| <b>SKILLS – personal</b>  | <p>Ability to work on own initiative, to be proactive in identifying and resolving issues and manage time/resources to meet objectives effectively.</p> <p>Excellent interpersonal and written and verbal communication skills, with experience of liaising with senior staff in a variety of external organisations, providing notes or meetings and/or brief reports.</p> <p>Experience of co-ordinating meetings and events for stakeholders and project partners.</p> <p>Organised and task-oriented.</p> <p>An enthusiastic and committed team player.</p> |
| <b>SKILLS – technical</b> | Demonstrate an ability to use IT proficiently using Microsoft packages, the internet and Customer Relationship Management system  |

**Key Relationships:**

**Internal**

- PA & Office Manager
- Other staff/team members – who will require support and co-ordination to deliver aspects of the engagement and initiative delivery.
- Meet regularly with the Inward Investment Team Leader to assess ongoing and evolving tasks and areas for personal focus/development.

**External**

- Businesses – to add value to them by helping to provide access to all areas of business support, ultimately to enhance the economic performance of the region.

**Decision Making Authority:**

- Day to day decisions of how best to manage ongoing tasks and workload to meet personal objectives and targets.
- Additional Information:
- Comply with any additional reasonable requirements relevant to the needs of the team and the business.
- Occasional unsociable hours and travel.
- Promote the delivery of business support in Gloucestershire, through Government, EU or otherwise funded programmes.

**Equal Opportunities Statement:**

GFirst is an Equal Opportunities employer and seeks to ensure that all applicants are treated in a fair and non-discriminatory manner. Standardised recruitment processes are followed and all applications for posts are considered against pre-determined criteria relevant to the requirements of the post. Consistent with our Equal Opportunities Policy, the Company does not discriminate on any grounds including, but not limited to, race, ethnic origin, colour, sexual orientation, gender, marital status, disability, class, age, political belief, religion or belief.

**Respect and Dignity at Work – ‘Improving Working Lives’**

GFirst is committed to equality of opportunity and diversity in the workplace; all managers and staff are responsible for ensuring that this is delivered in practice.

GFirst is equally committed to respect for other people and all managers and staff are expected to be clear of what is expected of them and for ensuring that they commit to this policy in their day-to-day working life.

GFirst will not tolerate any forms of bullying or harassment in the workplace. Everyone has a personal responsibility to seek to improve his/her own and colleagues’ working lives to create a healthy and productive working environment.

**GDPR**

GFirst LEP takes the security of your data seriously. We have internal policies and controls in place to try to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by its employees in the performance of their duties.