



JOB DESCRIPTION

Job Title: HEAD OF INWARD INVESTMENT

Salary: c£40,000 (dependent on experience)

Reports to: Deputy Chief Executive

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.

Job Purpose/Key Role:

To deliver the inward investment strategy for the GFirst LEP area, brokering and facilitating the collaboration of key partners in this.

To provide leadership and strategic co-ordination to the Inward Investment team. Your key aim will be to attract new foreign direct investment into Gloucestershire, capitalising upon its unique opportunities.

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 work with your team to develop activities that drive economic growth and support the delivery of the LEP’s *Local Industrial Strategy* (LIS).

Main Duties/Responsibilities/Accountabilities:

- To achieve the contracted outputs of the ERDF funded Inward Investment Project.

- 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 direct planned marketing and lead generation activities both nationally and internationally (trade fairs, exhibitions etc) to showcase the GFirst LEP area and promote the key sectors of: Advanced Engineering & Manufacturing, Agri-Tech, Cyber-Tech and Renewables.
- To project manage specific investment opportunities from enquiry to completion.
- To create and agree with partners the marketing of key inward investment opportunities and the development of relevant 'soft' landing packages for the GFirst LEP area.
- To take line management responsibility for the Inward Investment Team including; recruitment, communication and engagement, performance management, development and coaching activities.
- To ensure the project delivery, marketing and expenditures are compliant with ERDF contract and guidelines.
- To be proactive on all issues arising and keep senior management aware of any potential risks impacting on the Strategic Economic Plan or Local Industrial Strategy. Provide advice and proposed solutions to mitigate any risks.
- On behalf of Gloucestershire, drive the development and delivery of a Western Gateway Partnership trade and investment strategy.
- To keep abreast of the implications of national and local news, politics and legislation on the local economy and work with all local districts and the County Council.
- To make efficient use of CRM systems and processes to record, monitor, review and refine business development strategies, together with marketing and communications programmes to fully exploit business opportunities both for GFirst LEP and for the wider benefit of the county.
- To work with the Marketing team to help to 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.
- To promote the delivery of business support in Gloucestershire, through Government, EU or otherwise funded programmes.

- In the current Covid climate, the GFirst LEP team are all working from home. Your place of work in 'normal' times would be at our offices within the University of Gloucestershire's Business School in Longlevens, Gloucester GL2 9HW.

PERSON SPECIFICATION

QUALIFICATIONS	Educated to degree level or equivalent and /or be able to demonstrate relevant business experience.
KNOWLEDGE	<p>Demonstrate good knowledge relevant to businesses across a variety of sectors including a willingness to gain an understanding of the barriers to developing and growing successful enterprises.</p> <p>Knowledge of Local Enterprise Partnerships and the business support landscape to support business and economic growth.</p> <p>Awareness of political and policy developments affecting businesses.</p>
EXPERIENCE	<p>Inward investment experience.</p> <p>Be able to demonstrate a track record of delivering business engagement activities.</p> <p>Able to demonstrate the successful delivery of activities and initiatives working with a broad range of stakeholders and businesses.</p> <p>Experience of managing a small team.</p>
SKILLS – personal	<p>Able to work on own initiative as well as part of a wider team.</p> <p>Able to provide a favourable and professional impression by demonstrating excellent communication and interpersonal skills.</p> <p>Able to manage engagement with stakeholders and partners from the public and private sectors.</p> <p>Excellent verbal and written communication skills.</p> <p>Flexible and reliable.</p>
SKILLS – technical	Demonstrate an ability to use IT proficiently using Microsoft packages (MS Word, Excel, PowerPoint; MS Outlook, Teams etc).

	Experience of using Client Management Systems.
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Job Context/Challenges:

- Specific business growth and local geographic knowledge to add value to the management and delivery of inward investment initiatives.
- Delivery of annual plans, monitored regularly with the line manager reviewing progress against personal objectives and targets.

Key Relationships:

Internal

- Other staff/team members – cross team working and reporting is essential to this role.
- Meet regularly with the line manager to assess ongoing and evolving tasks and areas for personal focus/development.

External

- Businesses – to add value to them and provide access to all areas of business support, particularly using the LEP's Growth Hub network, ultimately to enhance the economic performance of the region.
- Intermediaries – positioned to be able to provide & receive quality engagements and utilise key relationships with all relevant intermediaries.

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.

Equal Opportunities Statement:

GFirst LEP 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 LEP 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 LEP 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 LEP 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.

If you are interested in applying for this role, please email your CV along with a brief introductory email to GFirst LEP’s Deputy Chief Executive, Dev Chakraborty – Dev.Chakraborty@gfirstlep.com

Please note, this is a fixed term contract running through to December 31st, 2022.

Deadline for applications is Friday 13th August, 2021.

Interviews will be held remotely towards the end of August.

For more details on GFirst LEP and the Inward Investment project please visit;

www.gfirstlep.com

www.investingloucestershire.com