

JOB DESCRIPTION

Job Title: Project Support Officer (Inward Investment)

Salary: Circa £25,000 (depending on experience)

Reports to: Head of Inward Investment

GFirst LEP is Gloucestershire's Local Enterprise Partnership - our mission is to make Gloucestershire a great place to live and work 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:

Working with the Head of Inward Investment, you will play a key support role in the marketing as well as project support in delivering the Gloucestershire Inward Investment project. This role will support marketing activities, handle initial enquiries as well as giving general administrative support.

The key aims of the Inward Investment project are to attract new foreign direct investment into Gloucestershire, capitalising upon its unique opportunities, and account manage existing foreign owned SMEs. You will work closely with the GFirst LEP team, our partners in the County Council, the Local District Councils, the Department of International Trade and our Growth Hub network.

This is a varied and interesting role in a busy and challenging environment requiring excellent team work to support the delivery of the LEP's draft *Local Industrial Strategy*.

Main Duties/Responsibilities/Accountabilities:

- To support the Head of Inward Investment in attracting new foreign investors to drive economic growth for Gloucestershire.
- To provide first point of contact for new business development opportunities, responding to online or telephone queries, scheduling and keeping notes of meetings as appropriate.
- To work with the Marketing Manager on delivering marketing campaigns highlighting successes alongside outreach activity to the business community. This could include

development and delivery of business surveys, social media campaigns, website updates, newsletters, focus groups and other methods of engaging businesses.

- To encourage the delivery of account management activities in partnership with DIT and local authority partners.
- To support the delivery of inward investment such as project managing specific business development opportunities from enquiry to completion.
- To attend and support promotion at International Business Shows/Conferences such as the Farnborough Air Show or London Tech Week.
- To assist in the delivery of inbound delegation and business visits to Gloucestershire.
- To provide administrative support to the Head of Inward Investment and the GFirst LEP Executive Team, where needed.
- To help deliver the ERDF project and support the completion of compliant paperwork and forms for claim purposes.
- To arrange Project Partner Meetings on a bi-monthly basis and capture minutes/action points.
- To retain, collate and manage data on internal database to project reports as required for LEP Board meetings/Joint Committee meetings/Western Gateway.
- To keep abreast of the implications of national and local news, politics and legislation on the local economy and work collaboratively with all local districts and the County Council.
- 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	A demonstration of strong marketing or project support experience.
KNOWLEDGE	<p>Experience of delivering marketing campaigns, particularly via social media.</p> <p>Demonstrating good business knowledge or previous experience as project support or administrative experience, with proven track record of achievements.</p> <p>Awareness of political and policy developments affecting businesses.</p> <p>DESIRABLE - Knowledge of working in one of the key Gloucestershire sectors: Advanced Manufacturing, Agri-Tech, Cyber or Renewable Energy.</p> <p>DESIRABLE – Experience of delivering publicly funded business support services.</p>
EXPERIENCE	<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 of meetings and/or brief reports.</p> <p>Experience of creating marketing collateral and supporting online marketing campaigns.</p> <p>Experience of co-ordinating meetings and events for stakeholders and project partners.</p> <p>Knowledge and experience of working within a remote working environment.</p>
SKILLS – personal	<p>Organised and task-oriented.</p> <p>An enthusiastic and committed team player.</p>

	<p>Able to demonstrate the successful delivery of activities and initiatives working with a broad range of stakeholders and businesses; including the organisation of collaborative events.</p> <p>DESIRABLE – Business enquiry handling experience or international trade experience.</p> <p>DESIRABLE - Ability to speak a second language.</p>
<p>SKILLS – technical</p>	<p>Demonstrate an ability to use IT proficiently using Microsoft packages (MS Word, Excel, PowerPoint; MS Outlook, Teams/Zoom etc).</p> <p>DESIRABLE - Experience of using Customer Relationship Management Systems (CRM).</p>

Job Context/Challenges:

- Supporting marketing and business development activities within an Inward Investment context.
- Working with the team to support the creation of marketing material for Gloucestershire.
- Specific business growth and local geographic knowledge to add value to the management and delivery of inward investment initiatives.
- Working in collaboration with local authority partners in the delivery of annual plans and ERDF project management, monitored regularly with Head of Inward Investment to review progress against personal objectives and targets.

Key Relationships:

Internal

- Other staff/team members – cross team working and reporting is essential to support and co-ordinate project delivery and wider GFirst LEP initiatives.
- Marketing Manager
- Meet regularly with the Head of Inward Investment to assess ongoing and evolving tasks and areas for personal focus/development.

External:

- Businesses – to provide a first point of contact for enquiries to support the landing of foreign direct investment into Gloucestershire.
- Stakeholders – to support Head of Inward Investment in co-ordinating the different interests, ensuring business support is delivered as a one team approach

Decision Making Authority:

- The delivery of online marketing campaigns – with support of the Marketing Manager on the creation of social media content/website updates.
- Day to day decisions of how best to manage ongoing tasks and workload to meet personal objectives and targets.
- Comply with any additional reasonable requirements relevant to the needs of the team and the business.
- Promote the delivery of business support in Gloucestershire, through Government, EU or otherwise funded programmes.

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 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.

If you are interested in applying for this role, please email your CV along with a brief introductory email to GFirst LEP's Head of Inward Investment, Chris Lau – chris.lau@gfirstlep.com

Deadline for applications is *Friday 29th January, 2021*.

Interviews will be held remotely in early February.

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

www.gfirstlep.com

www.investingloucestershire.com