



Business Development Executive

Gloucester – C.£30,000 (will consider part time/4 days a week pro-rata salary). Fixed Contract: end 20th January 2022

We're recruiting...

GFirst LEP are looking for an **Business Development Executive (Inward Investment)**.

GFirst LEP are looking for a Business Development Executive to support the delivery of the Gloucestershire Inward Investment project.

This varied and exciting role will suit individuals with excellent communication skills and a passion for delivering business development activities. You will assist the Head of Inward Investment to deliver the Inward Investment strategy for the GFirst LEP area, brokering and facilitating the collaboration of a broad range of stakeholders and businesses.

The key aim of the project is to help to attract new foreign direct investment into Gloucestershire so you will need to demonstrate successful business engagement activity including new business development and account management experience. The ability to deliver events and business engagement associated marketing activities are a vital part of this role.

This role is funded through European Regional Development Funding.

To apply for the role, please email your CV to Lynn Stacey. The closing date is on a rolling basis with a deadline on 30th September 2019.

JOB DESCRIPTION

Job Title: Business Development Executive (Inward Investment team)

Salary: Circa £30,000 (depending on experience)

Reports to: Head of Inward Investment

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:

Working with the Head of Inward Investment, through structured business development activity, you will help to deliver the inward investment strategy for the GFirst LEP area, brokering and facilitating the collaboration of key partners in this. You will work closely with the GFirst LEP executive team, our partners in the County Council, the District Councils, DIT and the Growth Hub

The key aims of the project are to attract new foreign direct investment into Gloucestershire, capitalising upon its unique opportunities, and account manage existing foreign owned SMEs.

This is a varied and interesting role in a busy and challenging environment requiring excellent team work to develop activities that drive economic growth and support the delivery of the LEP's *Strategic Economic Plan* (SEP).

Main Duties/Responsibilities/Accountabilities:

- To assist Head of Inward Investment in attracting new foreign investors to drive economic growth for Gloucestershire.
- To bring added value to relationships and best practice approaches to support the account management and 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 provide first point of contact for new business development opportunities, responding to queries, scheduling and keeping notes of meetings as appropriate.
- To help deliver the ERDF project and support the completion of compliant paperwork and forms for claim purposes.
- 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.
- To attend networking and business engagement events for business development lead generation.
- To manage inbound delegation and business visits to Gloucestershire.
- Working with the Head of Inward Investment account manage specific business development opportunities from enquiry to completion.
- 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.
- Working with the Marketing team to help to deliver communications highlighting successes alongside outreach activity to the business community. This could include development and delivery of business surveys, social media campaigns, newsletters, focus groups and other methods of engaging businesses.
- Promote the delivery of business support in Gloucestershire, through Government, EU or otherwise funded programmes.

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 business including understanding of the barriers to developing and growing successful enterprises.</p> <p>Experience of delivering new business development activities and account management programmes.</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 or Agri-Tech or Cyber or Renewable Energy.</p> <p>DESIRABLE – Experience of delivering publically funded business support services.</p>
EXPERIENCE	<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>Be able to demonstrate the successful delivery of targeted new business engagement activities.</p> <p>Experience of support activities to create marketing collateral and campaigns.</p> <p>DESIRABLE - Inward investment experience or international trade experience.</p>
SKILLS – personal	<p>Able to multi-task under pressure with a can-do attitude.</p> <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 relationship manage stakeholders and partners from the public and private sectors.</p>

	<p>Flexible and reliable.</p> <p>Ability to speak a second language (desirable).</p>
SKILLS – technical	<p>Demonstrate an ability to use IT proficiently using Microsoft packages (MS Word, Excel, PowerPoint; MS Outlook).</p> <p>Experience of using Client Management Systems.</p>

Job Context/Challenges:

- Business development and account management activities within an Inward Investment context.
- Working with the team to support the creation of marketing material for Gloucestershire.
- Lead generation of potential inward investment businesses within target markets and sectors.
- Specific business growth and local geographic knowledge to add value to the management and delivery of inward investment initiatives.
- 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 this to support and co-ordinate project delivery and wider GFirst LEP initiatives.
- Meet regularly with the Head of Inward Investment to assess ongoing and evolving tasks and areas for personal focus/development.

External

- Businesses – to develop business leads, to add value to them and provide access to all areas of business support, ultimately to enhance the economic performance of the region.
- Stakeholders – to coordinate the different interests, ensuring business support is delivered as a one team approach

- Intermediaries –to be able to support quality engagements and develop 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 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.