

Marketing NG – Job Description

Title:	Business Expansion Specialist – Invest in Nottingham
Reporting to:	Head of Inward Investment
Salary:	£38,200
Term:	Full time, fixed term (until 31 st October 2022), subject to funding

Job Purpose:

End-to-end account management of inward investment enquiries, liaising with partners to provide a single point of contact for the investor. Promote Nottingham to potential inward investment markets across the UK and globally.

Duties:

1. Proactively generate inward investment enquiries through networking, direct contact to target companies and senior individuals, and attendance at appropriate marketing and other events in the UK and worldwide
2. Manage a pipeline of inward investment enquiries and secure their delivery, in partnership with other organisations where necessary
3. Take an account-management approach to engaging with potential and current investors in specific sectors to understand their needs and encourage them to invest in the city and its people
4. Be a persuasive and credible ambassador for Nottingham & Nottinghamshire – understanding and articulating the offer in relation to business needs and what differentiates the area on the global stage
5. Develop the basis on which businesses can be engaged and supported, including: strong networks, relationships with professional advisors, marketing material, research findings
6. Develop interactive relationships with specific agencies and inward investment intermediaries who will refer pre-qualified leads, e.g. accountancy firms, Corporate Real Estate advisory practices, UKTI, sector groups etc.
7. Commission and manage research projects to support lead generation and engagement
8. Respond to investment enquiries in a professional way, providing the highest level of service
9. Develop and effectively apply specific specialist knowledge of target sectors and a sound understanding of the structure of key target operations, including key technology trends, key companies, contacts, regional agencies and organisations and company investment criteria
10. Prepare bespoke proposals to meet the specific requirements of potential investors, encompassing property/site provision, funding assistance, HR business consultancy, relocation support, etc. with the objective being an added value proposition for the investor
11. Develop effective presentation materials for use in business development activities, and deliver presentations to senior personnel from potential investors.
12. Take the lead role, with minimum supervision, for investor visits including viewing of suitable sites/properties, management of meetings, etc.
13. Inform and influence the property development market with regards to end user investor specific property needs, e.g. incubators, grow-on space, etc, working in conjunction with partners and commercial agencies.

14. Maintain accurate records and assist implementing and developing effective systems that record and report the current status of enquiries being managed, plus company and contact data using the CRM database.

This post is funded under the European Regional Development Fund Priority Axis 3 programme and is part of the team that delivers D2N2's proactive inward investment programme to enhance the competitiveness of Small and Medium-sized Enterprises in Nottingham and Nottinghamshire.

Person Specification:

Qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent and/or be able to demonstrate relevant business experience.
Knowledge	<ul style="list-style-type: none"> • In-depth knowledge of one or more of Nottingham's key business sectors, including Creative & Digital, Life Sciences, Advanced Manufacturing and Financial, Professional and Business Services (FPBS). • Understanding of local, national and global economic, social and political environment. • Understanding of the structure of the local economy, particularly the priority sectors and the opportunities for growth. • Understanding the current trends within the inward investment industry and the potential interventions to support an investment enquiry.
Experience	<ul style="list-style-type: none"> • Extensive experience of working with or within a highly commercial setting on issues relating to business growth. • Previous experience of high-level account management. • Experience of driving ambitious objectives through the development of robust strategies and meaningful delivery of actions with extensive partner involvement. • Experience of managing projects and programmes to a successful outcome. • Experience of driving and facilitating delivery partnerships. • Proven track record in building credible relationships local business, with demonstrable understanding of operating within a commercial environment.
Skills	<ul style="list-style-type: none"> • Effective organisational planning skills and the ability to work to tight deadlines and resolve urgent situations. • Strong interpersonal skills with a self-awareness of how personal communication style impacts on others' behaviour. • Ability to present credible information to senior decision makers within a board environment and to produce concise briefings and reports for senior management.

	<ul style="list-style-type: none"> • Ability to design and deliver high quality presentations to a range of audiences. • Strong negotiating and influencing skills with both senior private sector business decision makers and the proven ability to demonstrate softer skills involved in the political aspects of the role. • Strong written and verbal skills, with clear use of language. • A collaborative team worker who can build positive relationships and work effectively across internal and external boundaries and achieve results through others. • Ability to work on own initiative with minimum supervision, whilst actively participating in a team environment.
<p>Desirable Attributes</p>	<ul style="list-style-type: none"> • Successful track record in inward investment or investor development role preferred, or alternatively experience in a business development commercial role in the private sector. • Experience in preparing tailored investment pitches, bids and/or targeted B2B marketing material. • Relationship management experience with companies at senior level • Commercial knowledge and an understanding of the drivers for decision-making within businesses. • Knowledge of local funding programmes and the business support landscape.