

Job Description

For Non-Streamlined Positions

This form is used to provide a complete description of the specific job (or role) and defines the skills, knowledge and abilities required to undertake the specific and generic role profile.

Section A: Specific Role Profile

The specific role profile provides key information relating to the salary and working conditions e.g. location of a job, along with the current focus of the job role and a brief description of the main duties.

Role Details

Job Title:	Inward Investment Senior Advisor	JEID	M0653
Salary Grade:	L		
Team:	Economy & Skills		
Service Area:	Communities, Communities Directorate		
Primary Location:	Barrack Street, Warwick		
Political Restriction	This position is not politically restricted		
Responsible to:	Strategy & Commissioning Manager, Economy & Skills		
Responsible for:	Not applicable		

Role Purpose

Warwickshire is home to many UK and international brands, with key strengths in automotive and future mobility, digital creative industries. Inward investment from new and existing businesses is a major driver of economic growth and jobs for Warwickshire residents. Warwickshire County Council works with local and regional partners to attract new businesses to the area and provide targeted soft-landing support.

The role will provide advice and support to businesses to help them locate, grow and prosper within Warwickshire. The post will play a key role in enabling Warwickshire to be seen as a business friendly location, with the best environment to help businesses access the support they need to grow.

In particular, the role will focus on:

- Engaging and working with businesses looking to set up or expand in the UK, to provide information and support to encourage them to locate here.
- Engaging and working with intermediaries and partners to provide timely and effective information to help make the case for choosing to locate here in Warwickshire.
- Supporting investment into the county, and helping shape and inform business support policy and provision across Warwickshire based on business intelligence and feedback.

Role Responsibilities

1. To actively engage with businesses and intermediaries to secure new inward investment.
2. Maintain strong relationships with key partners such as Department for International Trade (DIT), West Midlands Growth Company (WMGC), Coventry City Council, CW Growth Hub, districts/ boroughs, universities, catapult centres and other intermediaries and bodies to increase the opportunities for UK and Foreign Direct Investment (FDI).
3. To maintain links with partners such as local property agents and developers to better understand the availability and supply of commercial land and property in Warwickshire and Coventry.
4. Processing and prioritising significant inward investment enquiries from customers, colleagues and partners, leading on the response to those enquiries not covered by the sector specialists (currently Automotive and Future Mobility and Digital Creative).
5. Deliver a high quality soft-landing support service to prioritised companies seeking a business location, ensuring at all times the client receives the highest quality of information, service and discretion.
6. Work with colleagues at WCC and partner organisations to make referrals to relevant business and skills support.
7. To lead on the organising and hosting of visits from prospective investors, creating itineraries and making arrangements as necessary.
8. Preparing and delivering written pitches which sell the opportunity to invest in Warwickshire, and making presentations to senior executives and decision makers, both nationally and internationally.
9. Active account management to maintain relationships with companies to track impacts, explore further support and keep them strategically engaged with the County Council.
10. Lead on WCC participation in external forums and events such as the annual MIPIM (an international real estate conference in the South of France), Midlands Forum for Growth and other trade events, and provide assistance to colleagues for other events such as Interactive Futures and sector dinners, often liaising with and supporting senior WCC leaders.
11. To undertake foreign travel to represent WCC at international events and/or support and coordinate the senior leaders and partners attendance at such events. This role is the main support role to the WCC senior team when overseas for five days at MIPIM.
12. Develop and grow knowledge of key sectors and help shape Warwickshire activity around those key sectors.
13. Engagement with Districts and Boroughs where relevant to ensure a consistent Warwickshire inward investment message for businesses to navigate the local business environment.
14. Maintain the inbox, website and social media accounts for Invest Warwickshire, including Twitter, LinkedIn and contributing to WCC business magazine Warwickshire Means Business.
15. Monitoring of investment activity and collation of inward investment data.
16. Development of regular, high quality news stories/ press releases/ promotional materials highlighting success in attracting and supporting businesses into Warwickshire.
17. Research and development of marketing materials and sector propositions which form the basis of proactive targeting within the growth sectors for Warwickshire in collaboration with the Technical Specialists.
18. Develop and maintain effective records/information regarding business needs within Warwickshire using the CRM system and other means as appropriate to provide a stronger evidence base to inform future delivery/provision, monitoring interest and take-up of support by businesses.
19. To provide cover for the Technical Specialists as required.
20. Contribute to the development of the County Council's strategic approach to business support, identifying key priorities and potential gaps/ areas of market failure that need to be addressed

and help develop appropriate local policy responses.

21. Act as an ambassador for Warwickshire to the business community, promoting the county as a great place to do business, and Warwickshire County Council as a local authority who actively helps and supports economic growth.
22. To ensure that all project areas comply with financial requirements e.g. tender procedures / procurement for projects.
23. To maintain personal and professional development to meet the changing demands of the job and to participate in appropriate training activities.
24. To undertake such other duties, training and/ or hours of work as may be reasonably required, and which are consistent with the general level of responsibility of this job.

A knowledge of the local and national economy will be useful for this role.

Section B: Person Specification

The person specification provides a list of essential and desirable criteria (skills and competencies) that a candidate should have in order to perform the job.

Each of the criteria listed below will be measured through; the application form (A), a test / exercise (T), an interview (I), a presentation (P) or documentation (D).

Essential Criteria

Assessed By:

Degree or significant experience in a relevant discipline (3yrs min)	A/I
Strong experience of engaging with companies at a senior level	A/I
Ability to communicate confidently with senior executives and business owners, and develop strong and sustainable relationships.	A/I/P
Strong ability to present to senior officials, investors and funders	A / I / P
Excellent interpersonal skills and diplomacy required to work effectively with partners	A/I
Strong stakeholder management skills, able to build and maintain lasting and effective relationships across private and public sector	A/I
Experience of creating and delivering presentations	A/I/P
Experienced and able in the communication of information through press releases, newsletters, email and the use of social media.	A/I
Proactive in knowledge building and collection and management of information and data	A/I/P
The ability to co-ordinate a number of elements within a project plan.	A/I
A creative thinker, able to identify opportunities and solve problems	A / I / P
A self-starter who can work on their own initiative	A / I
Confident with using a range of databases and the input and interpretation of relevant data	A / I

Desirable Criteria

Assessed By:

Recognised qualification in a related field such as marketing or property.	A/I
Understanding of commercial property	A/I
Previous experience of working with Public and Private sector organisations	A/I
Familiarity with the regional economy, the Warwickshire economy in particular, and the economic and social challenges and opportunities	A/I/P
Knowledge of local sectors strengths	A/I/P

Section C: Working Conditions

The working conditions relate to those non-contractual elements of the job that may impact on the holder of the position, as well as those workplace-based responsibilities that are part of this job. These are not contractual but provide a guide to the working conditions and the potential hazards and risks that may be faced.

Health & Safety at Work

To take responsibility for your own health, safety and wellbeing, and undertake health and safety duties and responsibilities for your role as specified within Warwickshire County Councils Health and Safety Policy, and all other relevant health and safety policies, arrangements, procedures, systems of work as specified for the post/ role.

Potential Hazards & Risks

The potential significant hazard(s) and risk(s) for this job are identified below (those ticked). The purpose of recording this information on the job description is so that the health status of the potential and actual post-holders can be assessed with regard to the significant hazards and risks. These hazards and risks should be based on the appropriate activity, process and/or operation risk assessment whereby all of the significant risks are identified, recorded and appropriately controlled. The list below is therefore not an exhaustive list because it is the risk assessment that details all significant risks that could arise out of or in connection with the work activity, but any others will be identified in the 'other' section.

<input type="checkbox"/> Provision of personal care on a regular basis	<input type="checkbox"/> Driving HGV or LGV for work
<input type="checkbox"/> Regular manual handling (which includes assisting, manoeuvring, pushing and pulling) of people (including pupils) or objects	<input type="checkbox"/> Any other frequent driving or prolonged driving at work activities (e.g. long journeys driving own private vehicle or WCC vehicle for work purposes)
<input type="checkbox"/> Working at height/ using ladders on a regular/ repetitive basis	<input type="checkbox"/> Restricted postural change – prolonged sitting
<input type="checkbox"/> Lone working on a regular basis	<input type="checkbox"/> Restricted postural change – prolonged standing
<input type="checkbox"/> Night work	<input type="checkbox"/> Regular/repetitive bending/ squatting/ kneeling/crouching
<input type="checkbox"/> Rotating shift work	<input type="checkbox"/> Manual cleaning/ domestic duties
<input type="checkbox"/> Working on/ or near a road	<input type="checkbox"/> Regular work outdoors
X Significant use of computers (display screen	<input type="checkbox"/> Work with vulnerable children or vulnerable

equipment)		adults
<input type="checkbox"/> Undertaking repetitive tasks		<input type="checkbox"/> Working with challenging behaviours
<input type="checkbox"/> Continual telephone use (call centres)		<input type="checkbox"/> Regular work with skin irritants/ allergens
<input type="checkbox"/> Work requiring hearing protection (exposure to noise above action levels)		<input type="checkbox"/> Regular work with respiratory irritants/ allergens (exposure to dust, fumes, chemicals, fibres)
<input type="checkbox"/> Work requiring respirators or masks		<input type="checkbox"/> Work with vibrating tools/ machinery
<input type="checkbox"/> Work involving food handling		<input type="checkbox"/> Work with waste, refuse
<input type="checkbox"/> Potential exposure to blood or bodily fluids		<input type="checkbox"/> Face-to-face contact with members of the public
<input type="checkbox"/> Other (please specify):		