



JOB DESCRIPTION

Job Title:	Interim Business Development Manager – Life Sciences
Team:	Inward Investment
Classification:	Manager
Reports to:	Senior Business Development Manager – Life Sciences
Classification of Line Manager:	Senior Manager
Number of Direct Reports:	0

Job Purpose

Business Development Manager – Life Sciences

The Business Development Manager – Life Sciences will be responsible for securing inward investment and business expansion projects from the Life Science sector, leading to sector growth and job creation across the West Midlands region.

The Business Development Manager – Life Sciences will be part of the Inward Investment team, promote the West Midlands as a location in which global organisations can invest, grow and thrive and will have responsibility for developing and delivering a pipeline of job-creating business investment into the region.

Main Responsibilities and Key Activities

- Generate and manage own pipeline of projects to deliver job creation in the region. As part of this, undertake external business development activity to identify, support and secure inward investment and expansion projects to achieve an increase in job creation.
- Progress and convert pipeline owned by incumbent BDM for Life Sciences, supporting those companies through the process of locating or expanding in the West Midlands, and recording job creation for our reporting purposes.
- Identify and translate the strengths of, and opportunities within, the West Midlands into a compelling value proposition to attract job-creating investment within the Life Sciences sector, from key global and domestic investment markets.
- Work closely with the SBDM Life Sciences and the Life Sciences Strategic Lead to ensure efficient handling of projects across a range of sub-sectors and project sizes.
- Where a strong case can be made for return on investment, undertake planned marketing and lead generation activities (trade fairs, exhibitions etc) to showcase the strengths and opportunities within the WMCA geography, and in particular the strengths of our university and commercial partners.
- Monitor, review and refine business development strategies, together with marketing and communications programmes, to fully exploit business opportunities for the benefit of both WMGC and the region.
- Take a lead role in account management of strategic businesses specific to the sector across the WMCA geography, in collaboration with local partners, with the aim of generating business growth and securing expansion projects
- Work closely with the Department for Business and Trade (DBT) and their relevant sector teams on agreed account management plans for strategic foreign direct investors (FDI) in the geography, aimed at generating/supporting inward investment expansion projects.
- Forge and develop effective relationships with key industry associations, trade bodies and other intermediaries relevant to the sector for lead generation. Identify a target list of such intermediaries for regular engagement and engage with individuals from the list with agreed regularity.
- Efficiently, thoroughly and consistently use current customer relationship management (CRM) systems to ensure regular and effective evaluation of activity, and transparency of lead generation across the region.



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Key Skills and Competency Requirements		
Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Professional qualification, relevant degree, or specialist experience accrued over a significant time-period. 	<ul style="list-style-type: none"> Evidence of continuous professional development Qualification in a Life Sciences or related discipline (Biology, Chemistry, Pharmacology, Medicine etc)
Skills and attributes	<ul style="list-style-type: none"> Highly credible consultative sales capability. The drive and focus to proactively develop and deliver a bespoke business-development focused programme of work in a complex and dynamic environment. Excellent communication / relationship management skills Able to remain self-motivated and manage multiple projects, whilst working in a fast-paced and deadline-driven environment. Excellent negotiation and influencing skills Strong understanding and interest in business strategy and the economic drivers of business decision making within the Life Sciences sector. Data confident: Strong analytical skills with proven ability to understand issues quickly. Strong organisational skills with proven ability to respond to changing priorities and deliver to deadlines at short notice. Purpose Driven: Seeking to make a difference to the West Midlands regional economy. 	<ul style="list-style-type: none"> Creative approach and strategic thinker Able to exert a positive development influence on other team members, via a coaching and mentoring approach
Knowledge and experience	<ul style="list-style-type: none"> Experience of developing and delivering a business development strategy, operating within the Life Sciences sector. Knowledge derived from working within, or alongside a complex multi-stakeholder business support programme. Experience of working with multiple external stakeholders An understanding of the West Midlands business representative and support ecosystem, ideally within the Life Sciences sector, OR Knowledge of FDI / Trade and Investment Landscape in UK and West Midlands 	<ul style="list-style-type: none"> Private sector experience, ideally within the Life Sciences sector, or within a firm delivering advisory/business services to the Life Sciences sector.

Our Values	
Trust – Trusted Delivery Partners	We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise.
Respect – Opinions Matter	We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly
Leadership – We lead by example	We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes.
Wellbeing – Health, growth and inclusivity	We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy and happy, developing a growth mindset.



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Prepared by

Kathryn Wagstaff

Date: 17/11/2025

Senior Business Development Manager – Life Sciences