



## JOB DESCRIPTION

<b>Job Title:</b>	Investment Executive – Real Estate
<b>Team:</b>	Capital Investment
<b>Classification:</b>	Executive
<b>Reports to:</b>	Grace Kneafsey
<b>Classification of Line Manager:</b>	Senior Manager
<b>Number of Direct Reports:</b>	0

### Job Purpose

This role exists to support the Capital Investment team in driving real estate-led regeneration and private capital investment into the West Midlands. It contributes to promoting the region as a prime investment location, helping to attract developers, investors, and occupiers to key strategic sites.

The West Midlands Growth Company (WMGC) supports regional economic growth by creating jobs, growing businesses, attracting investment, and encouraging tourism. The Capital Investment team, acting on behalf of public sector shareholders (including the West Midlands Combined Authority and its seven constituent Local Authorities), focuses on brownfield real estate and regeneration opportunities across residential, innovation-led commercial, and hospitality & leisure sectors.

The team engages with the real estate market, including investors, developers, and advisory networks, to stimulate development across the region. It also leads the West Midlands' presence at major real estate events such as UKREiF and MIPIM, and delivers the Site Selection<sup>WM</sup> tool to promote strategic sites for investment and development.

### Our people and our offices

The West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employs practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.

West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status.

We believe that it is in the company's best interests of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.

To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.



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### Main Responsibilities and Key Activities

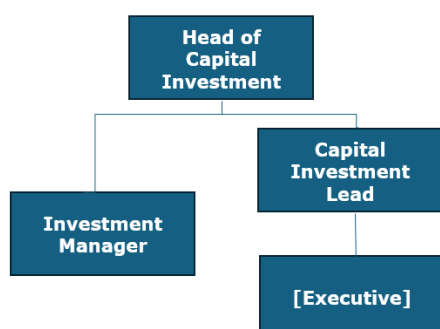
- Research and analysis on key target companies, including desk research and monitoring real estate news.
- Monitoring of the West Midlands and UK real estate investment markets, providing insight to the broader team, and maintaining a database of transaction/developments in the West Midlands
- Taking ownership of updating and monitoring the CRM system, including maintaining records/lists relating to targeting and relationship management, coding data generated from events and contributing to reporting on behalf of the team.
- Attending meetings and calls alongside the wider Capital Investment team, recording notes and actions, and supporting follow up as required.
- Supporting written communication, and the development of materials and collateral to support business development activity, including emails, slide decks, briefing packs etc..
- Supporting the planning and delivery on key Capital Investment programmes and events, including UKREiiF and MIPIM. This includes being the key junior on the project team, supporting aspects of the event including development of the content programme, speaker acquisition, curation of invites and key targets.
- Working with the Marketing and Comms teams, providing key sector input for various channels and campaigns including social media.
- Supporting the broader Capital Investment team with relationship and stakeholder management, including with contacts across the public, private and academic sectors. Starting to develop and nurture own relationships within the ecosystem.

### Dimensions

**Location:** As a junior role, there is an expectation that the postholder will be primarily based at WMGC's Birmingham City Centre office for the first three months. Longer term, the role can evolve into a hybrid working arrangement, with an expectation to be in the office, or on client or stakeholder sites across the region, for 3 to 4 days per week, depending on business needs.

**Travel:** This role may require intermittent travel within the UK.

#### Team structure:





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### Key relationships:

- This role will part of the small Capital Investment team, and will therefore be an integral and key role, working with all 3 members of the team closely.
- In addition, there will be key relationships with other teams within WMGC, notably the events, project services, marcomms and commercial teams, working across a matrix system.

### Key Skills and Competency Requirements

Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none"><li>• Educated to degree level or above.</li></ul>	<ul style="list-style-type: none"><li>• Undergraduate degree (or constituent modules) to be in relevant area such as Real Estate, Planning, Economics or Social Sciences.</li></ul>
Skills and attributes	<ul style="list-style-type: none"><li>• Excellent written and verbal communication skills, with strong attention to detail.</li><li>• Highly organised.</li><li>• Proficient in MS Office including Word, Excel and Powerpoint.</li><li>• Confident and able to work independently, as well as enjoying a team environment.</li><li>• Comfortable working with qualitative and quantitative data.</li></ul>	<ul style="list-style-type: none"><li>• Experience in using a CRM system.</li></ul>
Knowledge and experience	<ul style="list-style-type: none"><li>• A keen interest in “place” – what makes a City or Region the place that it is.</li><li>• A keen interest and willingness to learn in related topics such as economic development, housing, regeneration, public policy.</li><li>• Relevant work experience reflecting core attributes including commitment, punctuality, ability to work alongside others etc., ideally in a corporate setting.</li></ul>	<ul style="list-style-type: none"><li>• Understanding of the real estate and/or financial investment sector.</li><li>• Good working knowledge of the West Midlands region.</li><li>• Experience working in a fast-paced and/or client facing environment.</li></ul>

### 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

Grace Kneafsey

Date: 28/07/2025

Job Title: Capital Investment Lead