



JOB DESCRIPTION

Job Title:	Digital Marketing Executive – Inward Investment
Team:	Digital Marketing
Classification:	Executive
Reports to:	Senior Digital Marketing Manager
Classification of Line Manager:	Senior Manager
Number of Direct Reports:	0
Location:	Hybrid (West Midlands-based)

The Opportunity:

We're looking for a sharp, proactive Digital Marketing Executive to support our mission of positioning the West Midlands as a prime location for investment and growth. Sitting within the digital marketing team, you'll work closely with both internal digital specialists and the inward investment marketing team to deliver compelling, data-driven digital content and campaigns.

This is an exciting time to join, as we evolve into a new regional Economic Development Vehicle (EDV), you'll play a key role in executing targeted digital content and campaigns that showcase our sector strengths, strategic assets, and innovation potential to UK and global investors.

What you'll do:

- Support the development and roll-out of the always-on content plan and multi-channel digital marketing campaigns, targeting investors and business audiences.
- Create, publish, and optimise digital content (web pages, LinkedIn posts, emails, infographics, blogs, etc.) aligned to sector propositions and investment opportunities.
- Manage updates to inward investment web content using our CMS and collaborate on landing pages and lead-gen tools.
- Coordinate with internal stakeholders (marketing managers, designers, business development, research) to brief and deliver campaign assets.
- Track campaign performance using tools like Google Analytics 4, Looker Studio, Emplifi, and CRM data, compiling regular reports.
- Work with the wider digital team on SEO optimisation and site structure improvements for investor journeys.
- Help deliver digital support for key missions and events (e.g., Birmingham Tech Week, London Tech Week, UKREiIF, MIPIM, trade missions to foreign markets e.g: India, USA).



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What you'll bring:

- 1–3 years' experience in a marketing role, ideally within B2B.
- A working knowledge of CMS platforms, email marketing systems, and social platforms (especially LinkedIn).
- Basic experience with Google Analytics, SEO principles, and content performance metrics.
- Strong writing and editing skills, confident turning research or sector insights into engaging digital copy.
- Highly organised with the ability to manage multiple workstreams, hit deadlines, and work collaboratively across teams.

Desirable (but not essential):

- Experience in an economic development, place marketing, or a similar public/private marketing role.
- Experience with Zoho CRM, GA4 reporting or Looker Studio dashboards.
- Understanding of inward investment, FDI marketing, or business-led sector campaigns.
- Some knowledge of paid media or LinkedIn Ads.

What you'll get:

- A hands-on digital marketing role with real strategic impact.
- A place on a supportive, creative in-house digital team.
- Access to training, skills development, and cross-team learning.
- Flexible hybrid working, a collaborative work culture, and the chance to help shape the next chapter of economic development in the West Midlands.



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Dimensions

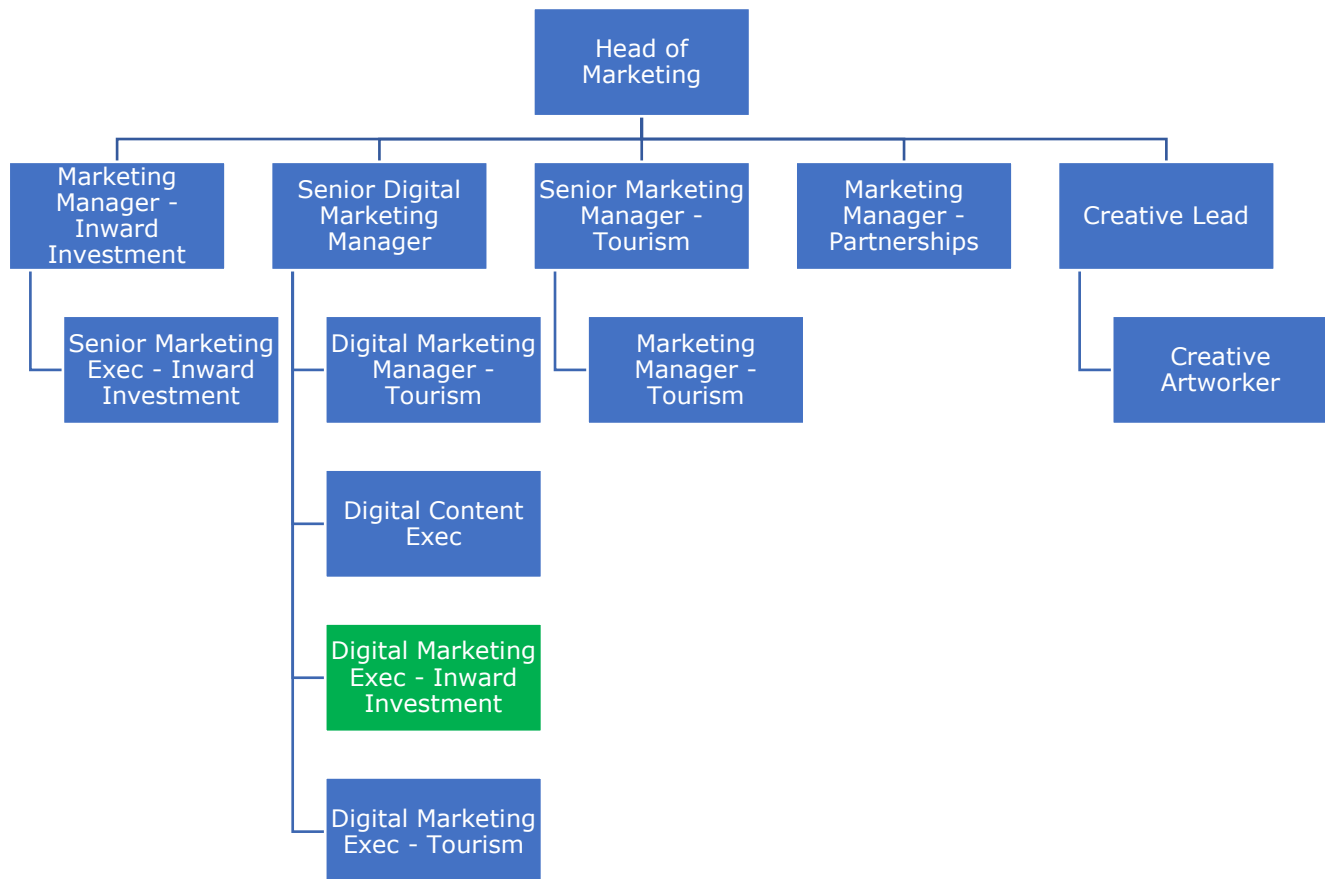
Travel: Occasional, within region

Budget responsibility: None

Key relationships:

- Marketing Manager & Exec - Inward Investment
- Inward investment (business development) team
- PR & Communications team
- Creative and event support teams

Team structure:





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Key skills and competency requirements		
Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none">Professional marketing qualification or relevant degree, or equivalent experience	<ul style="list-style-type: none">Evidence of continuous professional development
Experience, skills and attributes	<ul style="list-style-type: none">Digital marketing experience (1–3 years), ideally in a B2B, public sector, economic development, or agency setting.Proficiency in using Content Management Systems (CMS) to update and maintain website content.Strong written and editorial skills with the ability to turn complex insights or sector data into engaging, audience-appropriate content.Familiarity with social media platforms, especially LinkedIn, and how they're used in business and investment contexts.Working knowledge of Google Analytics (GA4) and ability to extract and interpret performance data.Basic understanding of SEO principles, digital user journeys, and content performance optimisation.Ability to manage multiple projects and deadlines in a fast-paced, collaborative environment.Strong attention to detail and a proactive, can-do attitude.Ability to work both independently and as part of a cross-functional team.Ability to deal with and manage confidential and sensitive information with a high level of integrity	<ul style="list-style-type: none">Experience using Looker Studio or similar tools to build marketing dashboards or reports.Exposure to Customer Relationship Management (CRM) systems, ideally Zoho.Experience supporting paid digital campaigns, such as LinkedIn Ads or Google Ads.Understanding of inward investment marketing, FDI promotion, or regional economic development.Basic graphic design or video editing skills using tools like Canva, Adobe Express, or Premiere Rush.Knowledge of email marketing platforms (e.g., Mailchimp, Zoho Campaigns, or similar).Experience working on marketing for trade missions, business events, or regional campaigns.Awareness of the economic and sector strengths of the West Midlands region.Experience in developing relationships in a multi-stakeholder / partner environment



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Our people and our offices

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.

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.

Prepared by

Peter Nicholls	Date: 23/04/2025
	Job Title: Senior Digital Marketing Manager