



JOB DESCRIPTION

Job Title:	International Markets Manager
Team:	Inward Investment
Classification:	Manager
Reports to:	International Markets Lead
Classification of Line Manager:	Senior Manager/Functional Lead
Number of Direct Reports:	0

Job Purpose

This role plays a key, collaborative part, in the West Midlands Growth Company's Inward Investment division, which aims to cultivate and convert a pipeline of inward investment into the West Midlands, creating high quality employment within the region and accelerating economic growth.

The role of the International Markets Manager is to cultivate and strategically manage relationships with key international investment intermediaries, and promote the region as a premier investment destination, to drive a pipeline of qualified inward investment interest into the West Midlands.

Main Responsibilities and Key Activities

Strategic Intermediary Management:

- Develop and maintain a portfolio of key international intermediary relationships, including foreign government officials, trade associations, and investment agencies.
- Monitor and analyse global economic and investment trends to identify and prioritise key target markets in which to build and engage key intermediary audiences.
- Act as a primary point of contact, building and nurturing strong, productive partnerships that result in commitments to introduce potential investor companies to the West Midlands Growth Company, or to bring delegations of well-qualified companies interested in UK expansion to the West Midlands.

Regional Promotion and Stakeholder Engagement:

- Represent the West Midlands Growth Company at strategic engagements, and promote the region's investment offer to both key intermediaries and groups of companies with an interest in UK market expansion.
- Leverage the networks of WMGC partners (e.g. regional universities, major corporates operating from the region) to enhance regional visibility.
- Build and maintain strong relationships with key stakeholders, including the Department for Business and Trade (DBT) and regional partners.

Lead Generation & Pipeline progression:

- Scope, procure and manage tactical consultancy and lead generation projects linked to key events and activation points, to assist in the building of investment pipeline, in line with the wider team's Inward Investment strategy.
- Work in partnership with WMGC colleagues across the Inward Investment team to stimulate and coordinate high-quality inward visits for key intermediaries and delegations of potential investors.

Operational Excellence and Reporting:

- Utilize CRM systems to track and manage relationships, leads, and activities.
- Prepare presentations and reports to support leadership decision-making and demonstrate impact and outcomes to key stakeholders

Dimensions

Working locations:



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Role primarily based within the West Midlands (Hybrid), but with scope for national and occasional international travel to engage key intermediaries as required.

Key Skills and Competency Requirements

Area	Essential	Desirable
Skills and attributes	<p>Relationship Management: Excellent ability to build and maintain strong international partnerships.</p> <p>Strategic & Analytical Skills: Ability to contribute to strategic planning and analyse market data and investment flows.</p> <p>Communication & Presentation: Strong verbal and written communication, with excellent presentation skills.</p> <p>CRM Proficiency: Experience using CRM systems for relationship and lead management.</p> <p>Reporting: Ability to produce clear and concise reports that convey impact and inform decisions.</p>	<p>Insight-led business development: proven track record of leveraging data and insight to drive successful targeting and engagement of intermediaries and companies.</p>
Knowledge and experience	<p>International Business Experience: Proven track record in international business development, trade, or investment promotion.</p> <p>Global Market Knowledge: Strong understanding of international economic trends and target market analysis.</p> <p>Experience in leveraging partnerships and intermediary relationships to generate well qualified business or investment opportunities.</p>	<p>Regional Market Expertise: Specific knowledge of key target markets for the West Midlands.</p> <p>Public Sector Experience: Familiarity with government trade/investment initiatives and economic development.</p> <p>Partner Network Leverage: Experience working with universities or corporations to expand networks.</p> <p>Existing International Network: Pre-existing network of relevant international contacts.</p> <p>DBT Experience: previous experience working with the Department for Business and Trade.</p>

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.



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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

	Date: