

Job Description

Job Title:	Strategic Lead – Technology & Services
Team:	Inward Investment
Classification:	Senior Manager
Reports to:	Head Of Inward Investment
Classification of Line Manager:	Head of
Number of Direct Reports:	2-3

Job Purpose

Strategic Lead – Technology & Services

Reporting to the Head of Inward Investment, this role is responsible for attracting and facilitating investment into the West Midlands, across the Technology & Services sectors.

The role holder will lead the development, iteration and successful implementation of a strategic business development plan, to attract high profile inward investment projects, and drive high-quality job creation and employment opportunities, for the benefit of the West Midlands' economy and its residents.

The role will also take on senior responsibility on behalf of WMGC for delivery of major strategic programmes (or WMGC's role within them) where there is an Inward Investment dimension and clear alignment to the Technology and Services sectors (e.g. promotion of office-led IZ sites).

The role will lead a team of sector experts who will be responsible for direct engagement with sector-specific intermediaries and multipliers, as well as prospective investor companies in this sector. The Strategic lead will directly own and leverage relationships the most important intermediaries and multipliers at a regional and national level in relation to the technology & services sectors.

The Strategic Lead will take a position of personal oversight (and where required direct operational leadership) for the largest and most strategically important investment projects across the sector (particularly those involving major multinational technology companies), and will use effective delegation, coaching and line management to empower team members to take ownership for building and converting a pipeline of other investment opportunities in agreed subsectors across the Technology & Services spectrum.

The role holder will serve as WMGC's authority on key investment projects & targets, as well as drivers/inhibitors of investment across the specified sectors, and will undertake senior external engagement with local, regional and national stakeholders as required to build WMGC's and the region's reputation.

Technology and Services includes, but is not necessarily limited to the following industries/project types: Digital, Data, Software; Creative Industries; Telecoms, Digital Infrastructure & Cyber Security; Business Services, Financial Services, Professional Services, Retail & Consumer Services, Corporate shared Services.

Main responsibilities and key activities

- Lead a team of sector specialists to translate the strengths of, and opportunities within, the West Midlands, into compelling (and where appropriate, highly tailored) value propositions to attract job creating investment within the Technology & Services spectrum, from key global and domestic investment markets.
- Lead, develop and implement an effective business development strategy, focused heavily on intermediary relationships and direct business engagement, to build and progress a pipeline of

regional investment prospects, with the objective of securing successful new investment and the expansion of existing employers in line with the WMGC's key service level agreements.

- Generate and manage a pipeline of inward investment enquiries involving new and expansion projects with key measures around investment projects influenced/ generated and secured, and associated new direct jobs created.
- 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.
- Provide consultative support and sector expertise to the Head of Inward Investment, WMGC's Leadership Team and other functions within the WMGC, when required and in accordance with WMGC's wider strategic objectives.
- Identify commercial and revenue generating opportunities for commercial partners of the WMGC, within the Technology & Services sector and engage them, where appropriate, to play a supporting (and mutually beneficial) role in attracting inward investment into the WMCA region.
- Work closely with and influence key stakeholders located within and externally to the region (including Local Authorities, Universities, property developers, industry bodies and other stakeholder groups to raise the profile of and enhance the perceived attractiveness of the region's offer to potential investors and to stimulate incremental investment by local firms within the sector.
- Work closely with the senior management team at the West Midlands Growth Company to ensure consistent and effective achievement of contract objectives, providing flexible support to ensure the team targets are achieved.
- Forge and develop effective relationships across and between the public and private sectors within the WMCA and neighbouring geographies. Build influence to become the natural 'go to'/consultative investment lead for WMCA, when initiating or carrying out strategic initiatives.
- Undertake planned marketing and lead generation activities both nationally and internationally, where there is a strong strategic rationale to do so.
- Make efficient use of CRM systems and processes to record, monitor, review and refine business development strategies, together with marketing and communications programmes to fully exploit business opportunities both for the business and for the wider benefit of the region.
- Take line management responsibility for a team of business developers to include; recruitment, communication and engagement, performance management, development and coaching activities.
- Mentor and support other team members across the business to ensure key investment opportunities and nuances of the sectors are understood and can be communicated to external stakeholders in a manner that supports delivery of WMGC's strategic objectives.

Key Skills and Competency Requirements		
Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent 	<ul style="list-style-type: none"> • Evidence of proactive professional development, further relevant qualifications or certifications – potentially in a technical field related to the sectors for which the role is responsible.
Skills and attributes	<ul style="list-style-type: none"> • Excellent relationship management skills • Excellent inter-personal and team working skills, and a proven 	<ul style="list-style-type: none"> • Formal sales or pipeline management skills training. • Evidence of success in motivating people and brokering

	<p>ability to form strategic partnerships.</p> <ul style="list-style-type: none"> • Demonstrable leadership skills, including the ability to motivate, enthuse, coach and drive individuals to high performance. • Excellent communication and presentational skills, with the ability to communicate ideas, issues, systems and procedures successfully at all levels to a variety of audiences. • Strong negotiating skills with the ability to influence investment decisions at the highest level. • Demonstrable self-starter, capable of thriving in a fluid, results-driven environment. • Excellent strategic thinking and business development skills – a proven ability to achieve successful commercial outcomes by leveraging intermediary relationships and undertaking direct business development, with large corporate companies. 	<p>collaborative working relationships with a range of key stakeholders, including engagement with local communities, building partnerships across traditional organisational and sector boundaries.</p> <ul style="list-style-type: none"> • A highly developed understanding of how inward investment drives economic development outcomes and the roles, responsibilities and drivers of organisations and intermediaries that can enhance/impede outcomes.
Knowledge and experience	<ul style="list-style-type: none"> • A deep base of knowledge & understanding across the majority of sectors falling within the roles' remit, and appetite and capability to broaden knowledge across all sectors falling within the roles' remit in due course. It is expected that the role holder will be up to date on key trends, prevalent and emerging commercial models, and drivers of commercial advantage and opportunity for companies operating within these sectors. • Proven ability to successfully navigate (and deliver outcomes) in a multi-stakeholder / delivery partner environment. • Significant experience of developing and executing successful business development strategies in a complex multi-stakeholder environment. 	<ul style="list-style-type: none"> • A deep understanding across all sectors falling within the roles' remit. • Extensive experience of place marketing or investment promotion. • Previous evidence of working effectively in a role with national and international dimensions. • A deep understanding of the region's public sector support functions and academic institutions. • A detailed knowledge of key companies, stakeholders, assets and recent strategic developments in the West Midlands across the sectors covered by the roles' remit.

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:

Name	Job title	Date

Approved by:

Name	Job Title	Date