| Role Structure | Role Details |
| --- | --- |
| Directorate: | Economy & Environment |
| Grade: | HC10 |
| Location: | Hereford/ Flexible |
| Responsible to: | Head of Economy & Regeneration |

# Job Description

# Inward Investment Manager

**Economy & Environment Service**

## To support the growth of the Herefordshire economy by ensuring that Herefordshire maximises opportunities to attract inward investment and the delivery of high profile, high value, and high quality inward investment projects and initiatives. Reporting to the Head of Economy and Regeneration and responsible for driving inward investment activity to promote the Herefordshire as a vibrant and successful business location to attract high profile, high value and high quality inward investment and jobs.

| Key Duties and Responsibilities | Frequency of Task |
| --- | --- |
| * To support and contribute to the development and delivery of the Big Economic Plan, (or equivalent), and specifically the Inward Investment strategy, aiming to deliver higher wages, enhanced productivity and increased business rates through effective business engagement, and targeted service delivery to meet identified needs. | * Daily |
| * To act as a key delivery officer in respect of activities to promote Herefordshire as a destination for business growth, through activities such as events, exhibitions, promotional activities and account management. | * Daily |
| * To provide a key point of contact for inward investment clients including developers, landowners, workspace operators and agents, helping to match demand and supply side requirements. | * Daily |
| * To develop a strong and clear strategy and implementation plan for driving inward investment, identifying relevant target sectors and marketplaces, and routes to engagement. | * Quarterly |
| * To influence and engage both internally and externally, and develop and maintain strong working relationships with a wide range of partners/stakeholders. | * Weekly |
| * To raise Herefordshire’s profile at national and international levels, leading and championing the agreed Herefordshire brand and narrative, and encouraging the adoption of these by a wide range of partners and stakeholders. | * Monthly |
| * To develop working relationships with property management agents, managed work space providers and a range of landlords/ property agents to ensure that the Council has a good understanding of the supply of vacant commercial premises. | * Weekly |
| * To develop and maintain detailed information on available sites and premises, including rural business parks, across the County, and use this information to support business enquiries. | * Monthly |
| * To proactively seek and convert new investment leads and facilitate international and domestic companies to establish themselves in Herefordshire. | * Weekly |
| * To ensure that inward investment in Herefordshire is sustainable and benefits the local economy, through the creation of high quality job opportunities and local supply chains, which minimise the impact on the environment. | * Monthly |
| * To build positive and productive relationships with a range of networks and partnerships at a local, regional and national level, including Department of Business and Trade, Midlands Engine and other regional and national stakeholders to promote, facilitate and develop strategic investment. | * Monthly |
| * To develop strong relationships with local stakeholders in order to deliver tailored, introductory tours for potential investors and to assist investors with local integration. | * Weekly |
| * To represent and act as an ambassador for Herefordshire Council and Herefordshire at conferences and trade fairs, and deliver presentations to a wide range of external partner. | * Monthly |
| * To manage the procurement and delivery of specialist consultancy advice when required to support the delivery of inward investment and business growth. | * Quarterly |
| * To produce and compile comprehensive, high quality and compelling reports for senior officers and elected members on a range of issues. | * Monthly |
| * To be responsible for the management of inward investment budgets, including securing a range of external sources of income and making efficiency savings as required. | * Monthly |
| * To be responsible for leading, deploying and directing the inward investment team, including managing and leading any temporary or permanent staff resources. | * Weekly |
| * To be accountable for ensuring that the Inward Investment team have a clear understanding of corporate priorities, and understand how their respective roles and responsibilities (and related smart objectives) are aligned | * Monthly |

**Person Specification**

| **Requirements** | **Essential or Desirable** | **Identified by**  **A – Application I – Interview** |
| --- | --- | --- |
| **Qualifications and Training** | | |
| * Good standard of education, including English and Maths. | Essential | A |
| * Degree in relevant subject, (eg. Economics, Geography, Business Studies). | Desirable | A |
| * Evidence of relevant continuous professional development. | Desirable | A |
| * Membership and active involvement in a relevant professional institute. | Desirable | A |
| **Experience & Knowledge** | | |
| * Sound knowledge of the economic and business environment. | Essential | A, I |
| * Experience of account management and demonstrable success in winning new business within a business to business environment. | Essential | A, I |
| * Experience of working to support and develop businesses. | Essential | A,I |
| * Experience and successful track record in a similar role across Inward Investment. | Desirable | A, I |
| **Skills and Abilities** | | |
| * Exceptional presentation skills, and the ability to frame a proposition that will secure new investment. | Essential | A, I |
| * Outgoing, proactive and creative approach to delivery. | Essential | A, I |
| * Excellent written and oral communication skills, including the ability to present in public | Essential | A, I |
| * Strategic thinking and well-developed negotiation and influencing skills, with a keen ability to identify key issues for a potential client. | Essential | A, I |
| * Strong use of initiative and the responsibility to deliver. | Essential | A, I |
| * Ability to analyse and synthesis complex data to support the creation of a compelling case. | Essential | A, I |
| * Proactive team player with excellent interpersonal skills. | Essential | A, I |

All council staff have a duty to promote the welfare of children, young people, and adults with care and support needs at risk of abuse and neglect who cannot take steps to protect themselves. Ensuring you attend mandated safeguarding children and safeguarding adults training to enable you to recognise the concerning behavior, know how to talk about it, and consent/duty to share information effectively. You will also learn about the legalities and procedures the social care staff can take.

## Our Values and Behaviours

The council’s THRIVE core values are our guiding principles and beliefs that shape our culture and behaviour within the council. ​They help us to achieve our Council Plan vision “do our best for Herefordshire” acting as our DNA and the “way that we do things around here”. We expect all colleagues to act as a role model by living our values and setting an example for others. ​Our values strive to promote a thriving workforce by fostering a culture of trust, being honest and responsible, inclusive, valuing people and resources and leading with empathy.

**Trust -** Developing and maintaining relationships based on a culture of transparency and open communication. Supported by integrity and the confidence that you are reliable and fulfil commitments.

**Honesty -** Demonstrating truthfulness, integrity, and transparency in all communications, decisions, and relationships. Being trustworthy, reliable, and accountable for your actions. Acting with sincerity and fairness, even in challenging situations.

**Responsibility -** Taking ownership of individual and collective actions, decisions, and delivering on commitments. Being reliable, fulfilling obligations and being accountable for outcomes and results. Proactively contributing to the achievement of your own, the team and council goals.

**Inclusivity -** Embracing diversity, equity and inclusion by recognising and valuing the unique perspectives, backgrounds and experiences of our staff, customers and residents. Creating an environment where every individual is valued, respected and can belong.

**Value -** Upholding high standards, ethics and integrity to guide our actions and decisions. Demonstrating commitment to creating and delivering value in our work by recognising and appreciating each other, our resources, processes, customers, community and environment.

**Empathy -** Demonstrating a genuine and caring understanding of others' feelings, perspectives, and experiences. Listening attentively, acting with compassion, supporting with respect and kindness and considering the impact of our actions on others.

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