Job Title: Investment Manager  
Grade: 11 (Subject to Review)

GRADE xx

Our Vision

We have a clear vision for Staffordshire - an innovative, ambitious and sustainable county, where everyone has the opportunity to prosper, be healthy and happy

Our Outcomes

We want everyone in Staffordshire to:

* Have access to more good jobs and share the benefit of economic growth
* Live in thriving and sustainable communities
* Be healthier and more independent for longer

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

* Ambitious – We are ambitious for our communities and citizens
* Courageous – We recognise our challenges and are prepared to make   
  courageous decisions
* Empowering – We empower and support our people by giving them   
  the opportunity to do their jobs well.

About the Service

The Investment Manager post is based within the Business and Enterprise Service of Staffordshire County Council which sets the strategy and direction for growth in Staffordshire’s £18 billion diverse economy.

As a key contributor to the Place Marketing function for Staffordshire, the Business and Enterprise County team co-ordinates the direction of Staffordshire’s investment services which seeks to create at least 2000 jobs per year.

Working collaboratively within the local government community, through our established partnerships and with the private sector, we provide key business support for the wider Place Marketing of Staffordshire and encourage investment through the established channels of Staffordshire’s investment service, bringing life to the ‘We are Staffordshire’ Place Brand, especially where this relates to business, investment and growth.

The service works in partnership with a range of organisations, public and commercial partners at a local, national and international level.

Reporting Relationships

Responsible to: Staffordshire Investment Agency Manager

Key Accountabilities:

1. Play a central role in promoting Staffordshire as a place to invest and create jobs within the context of, Staffordshire’s Investment Service and feeding into wider Staffordshire Placemaking work. In particular, to provide first class case handling of investment enquiries, providing customer focused advice and assistance to companies relocating into Staffordshire as well as indigenous companies expanding and relocating from within Staffordshire.
2. Develop and maintain strong and productive working relationships with stakeholders including but not limited to the Communications teams within Staffordshire County Council, other local authorities, Local Visitor Economy Management Partnership (LVEP), Staffordshire and Stoke-on-Trent Leaders Board, Staffordshire Chamber of Commerce and the Growth Hub, communicating regular updates and positive impact, which can be utilised across partner communications.

1. Responsible for raising the profile of Staffordshire as an investment location by establishing, developing and maintaining strong professional relationships with a range of local, regional, national and international intermediaries, such as developers, property agents, consultants and professional relocation advisors, championing and acting as an advocate for and on behalf of the area, and promoting the use of the wider Staffordshire visual identity.
2. To contribute towards marketing strategies and deliver specific marketing campaigns within the context of the Investment Service, ensuring this is aligned with and feeds into the Staffordshire Place Brand strategy and activities.
3. Effectively promote the area and make compelling investment propositions by maintaining excellent historical and current knowledge of the investment offer of Staffordshire, including the skills of the workforce, sites and premises, communications and wider quality of life etc.
4. Proactively seek and support lead generation activity of the wider investment team underpinned by an in depth understanding of customer needs.
5. Work in partnership to develop packages of support and/or where relevant signpost referrals from businesses and potential investors to business support agencies such as the Stoke-on-Trent and Staffordshire Growth Hub, ensuring that businesses are given access to the right information in a timely and effective manner.
6. Responsibility for the effective co-ordination, planning and monitoring of activities and resources and ensuring that effective monitoring procedures and customer relationship management systems are maintained and updated to inform partners and stakeholders on the progress of investment enquiries.
7. Represent and act as an advocate for the service by attending and where relevant, organising meetings with partners and other organisations reporting on current enquiries/trends, investment product development issues, and other key matters as directed.
8. Manage team members to deliver against the agreed priorities and objectives of the Investment Service, ensuring a high performance and empowering culture as part of a healthy and high performing team.
9. Responsible for showcasing the benefits of and the investment product for Staffordshire, by attending and exhibiting at relevant events in the UK and overseas and maximising the opportunity to tell the Staffordshire Story.
10. To undertake such other duties and responsibilities as may be allocated from time to time in accordance with the grading and nature of the post.

Professional Accountabilities:

The post holder is required to contribute to the achievement of the Council objectives through:

**Financial Management**

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

**People Management**

Engaging with People Management policies and processes

**Equalities**

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

**Climate Change**

Delivering energy conservation practices in line with the Council’s climate change strategy.

**Health and Safety**

Ensuring a work environment that protects people’s health and safety and that promotes welfare, and which is in accordance with the Council’s Health & Safety policy.

**Safeguarding**

Commitment to safeguarding and promoting the welfare of vulnerable groups.

The content of this Job Description and Person Specification will be reviewed on a regular basis.

**Person Specification**  A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

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| **Minimum Criteria for Disability Confident**  **Scheme\*** | **Criteria** | **Measured by** |
| **employer_small** | **Qualifications**   * Educated to degree level or equivalent, ideally in a business related, or economic development discipline. Alternatively, substantial practical business support or business development experience gained in an appropriate environment. | A/I/T |
| **employer_small**  **employer_small**  **employer_small** | **Knowledge and Experience**   * Substantial experience in developing investment propositions and dealing with investment enquiries into an area * Detailed knowledge of key business issues particularly in target business clusters and sectors * Significant experience of development and delivery of client service activities * Practical experience of engaging multiple partners/stakeholders across a variety of sectors and of working in political environments across multiple organisations * Demonstrable experience of successfully managing and motivating staff to achieve their maximum potential within a healthy and high performing team * A proven track record of signposting to and developing packages of support for new business development projects * Detailed knowledge of local economic development issues/activities and a working understanding of industrial and commercial property * Demonstrable experience of presenting, speaking and acting as an external facing representative * A high degree of computer and ICT literacy and experience in the effective use of websites, social media within a business focused / marketing environment * Substantial knowledge and experience of working with a customer relationship management system | A/I/T  A/I/T  A/I/T  A/I/T  A/I/T  A/I/T  A/I/T  A/I/T  A/I/T  A/I/T |
| **employer_small** | **Skills**   * Enthusiastic and the ability to empower and inspire others. * Politically aware and able to influence with diplomacy * Self-starter who is able to work autonomously and manage own work/priorities as well as the work of direct reports * Flexibility and ability to problem solve and generate solutions in a practical and innovative way * Team Player * Ability to prioritise and adapt to change * Effective written and oral communication skills with the ability to confidently articulate information to colleagues, partners, stakeholders and users/customers * Effective interpersonal and influencing skills to build relationships with colleagues, partners, stakeholders and investors   This post is designated as a casual car user | A/I/T  A/I/T  A/I/T  A/I/T  A/I/T  A/IT  A/I/T  A/I/T |

**employer_small** If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, Braille, another language, on cassette or disc, please ask us by contacting **Talent and Resourcing team on 01785 237800**

**Shared Services on 01905 947446**