

Job Description

Job Title:	Economic Growth Officer – Inward Investment	Job Number:	D2765D
		Post Number:	1034222
Service:	Economic Development Service	Grade:	7
Location:	One Friargate		

Our values:

We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation.

Job Purpose:

To contribute to the achievement of the vision, objectives and policies of the City Council by promoting the city to secure successful business investment. Provide support and advice on all factors to support a potential investor.

Main Duties and Responsibilities:

1. Work as part of the Economic Development Service, assisting the team in delivering its overall objectives.
2. Provide a flexible advice and support service on inward investment including commercial premises enquiries, labour market information, funding advice and any other bespoke requirement a potential investor may have.
3. Lead on communication activity to promote Coventry, it's specialisms, opportunities and services to support inward investment attraction.
4. Actively manage and promote the marketing and communication channels for the Economic Development Service and Inward Investment Team specifically, including creating content, management of websites, utilising and developing digital and social media channels, producing leaflets and promotional collateral, producing regular e-newsletters, producing press releases and organising events.
5. Promote the grants and business support elements of the Economic Development Service to SMEs in Coventry and Warwickshire. Working with all other relevant business support partners to ensure key business support services are communicated.
6. Provide a senior advice and support role giving high-level guidance, advice and training support on good practice in how the Council and the Local Enterprise Partnership should respond to economic development opportunities, specifically inward investment related.
7. Specifically support the Council in maximising economic benefit from the city council's

relationships with major external bodies such as Department for International Trade, West

Midlands Growth Company, C&W Chamber of Commerce, Coventry University and University of Warwick.

8. Represent the Council and the Local Enterprise Partnership when hosting potential investors and overseas delegations.
 9. Work alongside a Business Development Manager to ensure external funding requirements are monitored, achieved and reported.
 10. Actively work with service managers to identify and secure external funding resources to deliver service objectives now and into the future work of the division and directorate.
 11. Build relationships with council colleagues relevant to inward investment in order to ensure a cohesive and comprehensive service is offered to potential investors.
 12. Deliver inward investment opportunities, through a variety of means, including exhibitions, presentations, media work and events.
 13. Maintain links to a variety of internal and external partners for the purpose of inward investment service development.
 14. Any other duties and responsibilities within the range of the salary grade.
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Health & Safety

All employees

The post holder must comply with Coventry City Council's health and safety policy and in particular is required:-

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions
- To cooperate with their line manager and senior management, to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare

To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.

Safeguarding

All employees

The post holder must comply with the Interagency procedures of the Safeguarding Boards and Coventry City Council's policies for safeguarding children and safeguarding adults and in particular is required:-

- To ensure they are aware of the signs that may suggest a child or vulnerable adult is being abused or neglected

To report to their manager, or other appropriate manager, any concerns they may have that suggest that a child or vulnerable adult may be being abused or neglected immediately

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Workforce Diverse and Inclusion Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Responsible for: N/A

Responsible to: Business Development Manager.

Date Reviewed: April 2021

Person Specification

Job Title:	Economic Growth Officer – Inward Investment Officer	Job Number:	D2765D
		Post Number:	1036809
Service:	Economic Development Service	Grade:	7
Location:	One Friargate		

Area	Description
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Knowledge:	Knowledge of factors influencing businesses when they make development and investment decisions.
	Knowledge and understanding of the key inward investment partners and their remits.
	Understanding of project management techniques, including performance management and evaluation.

Skills and Abilities:	An enthusiasm for tackling economic development and regeneration issues.
	Communicate effectively at all levels both orally and in writing to a wide range of audiences.
	High-level interpersonal skills and the ability to make presentations to organisations/groups.
	Effective organisational skills and an ability to work unsupervised and demonstrate initiative.
	High-level ICT skills - word processing, spreadsheets, databases and other appropriate systems.
	Competent at using marketing and communications channels – digital / social media, websites, print etc.
	Ability to create engaging content for promotional material
	Work flexibly, as part of a team, and demonstrate creativity and imagination.
	Ability to develop inward investment propositions.
	Ability to work effectively with multi-sector partnerships, coordinating and/or contributing to major inward investment proposition development.

Experience:	Experience of preparing successful inward investment propositions.
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	Experience of partnership working.
	Relevant work experience in an inward investment and marketing environment.
	Experience gained in other fields of work that demonstrates the capacity to deliver the key tasks of the job and acquire any knowledge or skills that might currently be absent.

Educational:	Degree or equivalent qualification or have significant relevant experience.
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Special Requirements:	<ul style="list-style-type: none"> • Able to work occasional early mornings, evenings and weekends • Ability to travel nationally and occasionally internationally
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Date Reviewed: April 2021