

WHERE
CAREERS
THRIVE

When potential
is unlocked,
talent *thrives*



West
Northamptonshire
Council

Job description and person specification

Place Investment Specialist

Economic Growth and Inward Investment, Communities and
Opportunities Directorate

Thank you for your interest in this role. Our vision at West Northamptonshire Council (WNC) is: 'to make West Northants a great place to live, work, visit and thrive'.

We truly stand by this and work hard every day to make this a reality, and at WNC it's about our people. People who thrive with ambition, bring new ideas, demand better ways of working, care about every detail, and who never shy away from a challenge.



West
Northamptonshire
Council

Our culture is a gateway for new experiences. A place to forge new opportunities. To empower you in your career and unite you with like-minded people. When potential is unlocked, talent thrives.

Purpose and impact:

To ensure that the Council maximises opportunities and outcomes relating to economic growth and investment (including those associated with external funding) to deliver against the Council's Corporate Plan aiming to make West Northamptonshire a great place to live, work, visit and thrive.

The post holder will focus on the delivery of effective place marketing strategies to maximise opportunities for inward investment and the visitor economy in West Northamptonshire in line with the West Northamptonshire Place Vision and key strategies such as the Northamptonshire Visitor Economy strategy and future initiatives such as the development of a Local Visitor Economy Partnership (LVEP) for Northamptonshire.

To deliver dynamic and innovative initiatives place marketing initiatives for economic growth throughout West Northants with a focus on attracting new businesses into the area and increasing the number of visitors and visitor spend in West Northamptonshire.

Accountable to:

This role is accountable to the Inward Investment and Business Growth Manager. The role sits within Economic Growth and Inward Investment Service, part of the Communities and Opportunities Directorate in West Northamptonshire Council.

Responsibilities:

1. Support the development and articulation of the local investment offer, providing compelling materials and collateral for inward investors to consider West Northamptonshire as an excellent place to locate and grow their businesses, to ensure benefits from investment in the local economy and the creation of high quality job opportunities.
2. Support the development and articulation of the local tourism offer, providing compelling materials and collateral for visitors to consider West Northamptonshire as an excellent place to visit, ensuring the visitor economy sector is a vibrant and growing sector. This will include aligning with any visitor economy branding developed – which could be county wide.
3. Work in partnership with other stakeholders in the visitor economy sector (including through the potential LVEP) to position Northamptonshire as an excellent destination for visitors, developing innovative campaigns to promote the place.
4. Develop, maintain and monitor place marketing content and keeping any associated place marketing / visitor economy promotion website pages/portal up to date
5. Identify and develop new and existing ideas and innovations related to attracting inward investment and destination making through events and festivals, niche marketing, tourism and enhancing the visitor experience
6. Engage with key partners internally (including the communications team) and externally (including stakeholders such as destination management organisations, commercial agents, visitor attractions and developers) to develop the offer and channels to market
7. Coordinate and compose place marketing, inward investment and visitor economy specific stakeholder newsletters and content for web, advertorial and trade press
8. Work with colleagues in the communications team to develop marketing campaigns and digital and promotional materials and associated place marketing to attract new investors and visitors to West Northamptonshire. This could include planning for and developing content for a variety of online and

print materials/assets and working on their production with Comms and other individuals from all levels within the organisation and external partners where applicable – e.g. through the LVEP.

9. Ensure that inward investment programmes and visitor economy initiatives contribute to the wider place making agenda of the Directorate and council
10. To develop working relationships with property management agents, managed work space providers and a range of landlords/property agents to ensure a good understanding of the supply of vacant commercial premises, using this information to support place marketing activities within West Northamptonshire.
11. To support the delivery and attendance of events, exhibitions and initiatives to enhance West Northamptonshire's reputation as the perfect location for investment and business growth.
12. To manage the procurement and delivery of specialist consultancy advice when required to support the delivery of place marketing activity.
13. Actively challenge and seek to eliminate any directly or indirectly discriminatory practice or behaviours.
14. Demonstrate awareness and understanding of other people's behavioural, physical, social and welfare needs and ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

Person specification:

The requirements for the role are outlined below and will be part of the selection process. Each of the criteria listed below will be measured by:

(**A**) Application Form, (**T**) Test, (**I**) Interview, (**P**) Presentation, (**D**) Documentation.

Minimum levels of knowledge, skills experience and qualifications required for this job.

Skills and abilities:	Essential / Desirable	Measured by
Ability to work under own initiative, prioritising workload accordingly.	Essential	A, I,
Ability to develop and maintain strong working relationships with a wide range of partners, including internal and external stakeholders and develop a positive personal and organisational profile and build relationships to a very high level.	Essential	A, I, P
Ability to create compelling content for different audiences – including web copy, internal reporting and copy for trade press	Essential	A, I,T
Effectively skilled at presenting and networking/exhibiting at events delivering presentations and propositions to audiences internally and externally across a range of audiences in the investment and tourism sectors e.g. commercial developers, tour operators, major visitor attractions.	Essential	A, P
Excellent written and oral communication skills	Essential	A, I, P
Ability to deliver marketing strategies for the inward investment and visitor economy sectors	Essential	A, I
Experience using content management systems to manage content and messaging	Desirable	A, I
Ability to demonstrate awareness and understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	Essential	A, I
Demonstrate effective use of Office 365 (incl. Teams, OneDrive, etc.) or willingness to undertake training during the probation period.	Essential	A,T, I

Knowledge:	Essential / Desirable	Measured by
Knowledge and understanding of the dynamics and complexities of the public sector and specifically the local government environment and its impact on service provision, staff and relationships with key stakeholders.	Desirable	A, I
Detailed understanding of issues relating to inward investment, business growth and the visitor economy	Essential	A, I, P
Understanding of the factors which impact investment decisions for businesses and how best to position a place for investment	Essential	A, I
Understanding of the visitor economy sector, its challenges and how best to position a place to attract visitors.	Essential	A, I
Clear understanding of local/regional/national economic and business development drivers.	Desirable	A, I
Knowledge of businesses, how they operate, what their drivers for investment and relocation are and what challenges they face for growth	Desirable	A,I

Relevant experience:	Essential / Desirable	Measured by
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Experience of creating effective marketing campaigns for the inward investment and / or tourism sectors.	Essential	A, I
Experience in supporting the marketing and promotion of inward investment and / or visitor economy and tourism activities.	Essential	A, I, T
Experience of working with relevant stakeholders – including trade press, relevant tourism organisations and others to find the most effective ways to promote West Northamptonshire as an excellent place for inward investment and visits	Essential	A, I
Experience of delivering place marketing campaigns which drive business investment, boost visitor numbers and have proven results on the economic growth and prosperity of an area	Desirable	A, I, P
Experience of commissioning, managing and monitoring projects and suppliers related to economic development with a focus on business and enterprise activity.	Desirable	A

Education, training and work qualifications:	Essential / Desirable	Measured by
A recognised marketing or communications qualification (preferably with place marketing specialisation) or equivalent relevant experience	Essential	A
Member of relevant professional body or demonstrable alternative evidence of equivalent knowledge, experience and ongoing professional development in place marketing, inward investment and visitor economy sectors	Desirable	A
Evidence of continued professional and personal development	Essential	A

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates.

Additional pre-employment checks specific to this role include *None*

Day-to-day in the role:

Hours: 37 hours per week **Primary work base:** One Angel Square

Job family band: PS07 **Worker type:** Flexible

Salary range: £38,234 -£40,778 **Budget responsibility:**

People management responsibility:

Working conditions & how we work:

We are open to discussions about flexible working.

This role has been identified as a part-flexible worker type, this means that you will be able to worker from other work locations and when not working from an office you will be working remotely for up to 3 days a week (including from home).

Our organisational values and behaviours

Everything we want to achieve for West Northants depends on having the right people in place and doing the right things and we want all colleagues to THRIVE, both personally and professionally. Our values and our behaviours framework underpin how we work and what partners and customers can expect from us. We want to do our very best for our residents, service users and businesses and for our staff – we want everyone to THRIVE.

T Trust	We are honest, fair, transparent and accountable. We can be trusted to do what we say we will.
H High Performing	we get the basics right and what we do, we do well. We manage our business efficiently.
R Respect	we respect each other and our customers in a diverse, professional and supportive environment.
I Innovate	we encourage curiosity, we are creative and seize opportunities to grow individually as an organisation and as an area.
V Value	We continually strive for best practice and ways of improving existing procedures, practices and systems and thereby promoting efficiency and cost effectiveness
E Empower	we believe in people, will listen, learn and trust them to make decisions. We help people to realise their ambitions.

“Valuing colleagues as individuals and encompassing our different perspectives to deliver our collective ambitions. One West inclusive culture”

When potential is unlocked, talent *thrives*

Choose a career that offers you a true sense of achievement, fills you with pride and challenges you in a positive way, everyday.

The benefits of a career at WNC include:

- **People** are at the centre of everything we do. Without our people, we wouldn't be able to deliver services to the people in our community.
 - **Ambition** runs through everything we do at West Northants Council, we nurture and develop our people's ambition and willingness to succeed, to continually improve the service we provide to the community.
 - **Care** is at the heart of West Northants Council, we care in so many ways; seen and unseen, helping our colleagues and community to thrive.
 - **Flexibility** is key, we know work-life balance is critical to wellbeing, so we work hard to make sure our benefits package promotes and improves wellbeing; from annual leave, sick pay, family leave and flexible working, financial security offered by a local government pension scheme and life assurance, and discount schemes which make a difference to your day-to-day life, through to employee helplines offering free legal, health, financial and wellbeing advice and support.
- We want you to have balance and be happy.

