

WHERE  
CAREERS  
THRIVE

When potential  
is unlocked,  
talent *thrives*



West  
Northamptonshire  
Council

Job description and person specification

## **Inward Investment Account Manager**

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 high profile, high value, and high quality inward investment projects and initiatives to ensure that West Northamptonshire maximises opportunities and outcomes associated with inward investment.

To act as a key delivery officer in respect of activities to promote West Northants as a destination for business growth (through activities such as events, exhibitions, promotional activities and account management).

To influence and engage both internally and externally, and develop and maintain strong working relationships with a wide range of partners/stakeholders. To raise West Northamptonshire's profile at national and international levels.

## **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 offer, providing a compelling case 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. To generate and manage a high-quality pipeline of inward investment prospects from large to micro businesses. Seeking to attract major and high-profile companies in our target sectors, including new accelerator and incubator spaces and programmes to the area.
3. Understand and work with appropriate stakeholders, developing and maintaining relationships with commercial agents, developers, investors, place marketing agents, business support stakeholders, partners and potential providers
4. To prioritise inward investment leads according to the scope of potential economic benefit and alignment with sector growth strategies and high-level council priorities, ensuring an appropriate allocation of time and level of service.
5. 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.
6. To develop positive and cohesive relationships working with a range of networks and partnerships in this area and the wider region, to promote, facilitate and develop strategic investment and growth plans, projects and programmes aligning with the Economic Growth & Inward Investment strategy.
7. 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 and manage business enquiries for vacant sites/premises within West Northamptonshire.

8. To lead on the delivery of events, exhibitions and initiatives to enhance West Northamptonshire's reputation as the perfect location for investment and business growth.
9. To manage the procurement and delivery of specialist consultancy advice when required to support the delivery of inward investment and business growth.
10. Deputise for the Inward Investment and Business Growth Manager as required, including informal and formal council meetings where appropriate and necessary.
11. Actively challenge and seek to eliminate any directly or indirectly discriminatory practice or behaviours.
12. Demonstrate awareness and understanding of other people's behavioural, physical, social and welfare needs and ensure that reasonable care is always taken 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
Effectively skilled at presenting and delivering high-profile reports/presentations to audiences internally and externally across all seniority levels.	Essential	A, I, P
Excellent written and oral communication skills	Essential	A, I, P
Ability to use a customer relationship management (CRM) system to document business engagement activity and account plans	Essential	A
Ability to demonstrate awareness and understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	Essential	A
Demonstrate effective use of Office 365 (incl. Teams, OneDrive, etc.) or willingness to undertake training during the probation period.	Essential	A
Ability to drive with a valid UK licence	Essential	A, D

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.	Essential	A
Detailed understanding of issues relating to business growth, resilience and inward investment	Essential	A, I
Understanding of the factors which impact the desirability of investment enquiries and experience in enhancing these accordingly.	Essential	A, I
Knowledge of the commercial property sector, especially in relation to inward investment	Essential	A, I
Clear understanding of local/regional/national economic and business development drivers.	Essential	A
Knowledge of businesses, how they operate, what their drivers for investment and relocation are and what challenges they face for growth	Essential	A, I

Relevant experience:	Essential / Desirable	Measured by
Experience of designing, leading, negotiating, influencing and delivering complex partnerships / projects	Essential	A, I

Experience in delivering inward investment / business support projects and activities	Essential	A, I
Proven track record of developing and leading collaborative partnerships with stakeholders across the public and private sectors	Essential	A, I
Proven track record of delivery and performance management of inward investment projects and programmes, on time and to budget	Essential	A, I
Practical evidence of developing and maintaining good working relationships with a wide range of external stakeholders, partners and customers, developing a positive personal and organisational profile, building relationships.	Essential	A, I
Record of achievement in a similar role, of operating in a complex environment, experience in local and/or central government, commercial sector or relevant policy body/agency	Essential	A, I
Experience of working in place marketing and the factors which contribute to success	Desirable	A, I
Proven track record of delivery and performance management of economic development projects and programmes, on time and to budget	Desirable	A
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
Relevant qualification or equivalent experience e.g. economic development, commercial property, place marketing, geography or comparable attainment by experience	Essential	A, D
Evidence of continued professional and personal development	Essential	A, D
Prince2 Completion - Completion of the Prince2 foundation qualification	Desirable	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:

<b>Hours:</b>	37 hours per week	<b>Primary work base:</b>	One Angel Square
<b>Job family band:</b>	7	<b>Worker type:</b>	Flexible
<b>Salary range:</b>	£39,190 - £41,797	<b>Budget responsibility:</b>	None
<b>People management responsibility:</b>	None		

## Working conditions & how we work:

We are open to discussions about flexible working.

This role has been identified as a flexible worker type, this means that you will carry out the majority (3+ days) of your work remotely such as at business/site visits, events, hotdesking locations or 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.

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

