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#### **Role Profile**

**Job Title: Senior Investment Opportunities Manager**

**Post Number: 217128**  **Grade: HMG3**

**Department:**   **Regeneration and Economic Growth**

**Section: Inward Investment and Local Economy**

**Reports to: Assistant Director Inward Investment and Local Economy**

**PURPOSE OF ROLE:**

The Council’s aspirations and priorities set out in the Corporate Plan and the potential

identified in the Business Case for Growth (BCfG) require the establishment of a proactive inward investment and local economy function to attract and retain businesses. Reporting into the Assistant Director Inward Investment & Local Economy the focus of this role as a **‘**steward for place’ is to take a strategic approach to growth and investment aligned with Hounslow’s ambitions as set out in the BCfG.

**Responsible for:**

1. To lead and manage the team that deliver inward investment opportunities and economic analysis, to identify target areas of competitive advantage, policy hooks for partner engagement, and to generate market intelligence.
2. To lead and manage the team conducting national & international marketing to enhance and maintain the profile of the borough and to attract investments.
3. To lead on the delivery of bespoke investment value propositions to attract foreign direct investment and relocation of existing UK business and investment to Hounslow, as well as supporting the retention of existing businesses.
4. To lead LB Hounslow’s attendance at national/international investment property and sector events.

1. To lead on securing external public and private sector funding through development of bids, initiatives and sponsorship to support activities.

**KEY ACCOUNTABILITIES**

Corporate:

1. Strengthen the corporate understanding of the importance of inward investment and how a local authority can influence the market
2. Be a source of expertise internally on inward investment and provide training if necessary
3. Contribute to the development of council strategies in all directorates where the inclusion of inward investment matters may enhance outcomes for Hounslow residents.
4. Conduct regular supervisions, annual performance development appraisals, target setting and devise learning and development plans for all direct reports. Be responsible for the tasking and day-to-day line management of all direct reports; ensure that their training and other needs are met to ensure that they are able to contribute fully to the department’s work plans.
5. Work with corporate communications to manage Hounslow’s external communications (e.g. website, publications) and regularly review content on public information relating to the service area to ensure information is up-to-date and accessible.
6. Maintain a detailed understanding of local and national investment policy and best practice and apply this knowledge to attract inward investment into Hounslow.
7. Contribute to the provision of corporate and innovative leadership across the council, developing a coaching culture, leading transformational change as well as incremental continuous improvement
8. To provide advice and support to councillors and other officers on relevant areas of service delivery, ensuring compliance with the council’s standing orders.
9. Effectively participate in the Council’s emergency planning and responds to emergency situations when required to do so.
10. Assist in the conduct of elections when required to do so.

Functional:

1. Lead the Investment Opportunities team to ensure that the team delivers the directorate and the corporate plan.
2. Lead and manage officers in the function of inward investment, economic analysis and planning to identify areas of competitive advantage.
3. Help to lead on the establishment of a comprehensive investment and local economy function that retains current investors and businesses, attracts new ones, and specifically a targeted approach to attracting FDI and UK investments.
4. Lead on the development of a ‘pro-active red carpet’ approach to attracting new investments to Hounslow, through tailored investment value propositions and marketing strategies.
5. Strategically plan and manage LB Hounslow’s attendance at national & international marketing events, including MIPIM, UKREiiF, events that champion successes of local businesses and those that enable procurement and supply chain linkages.​
6. To lead on the review and implementation of any new IT systems to support activities.
7. Ensure the team manages the CRM database & account management and other new systems, including in-person account management of top firms to enable LBH to meet its objectives as set out in the corporate plan​.
8. To be responsible for leading on the development of any required tenders and frameworks.
9. Ensure that LBH’s provision of tailored support to potential investors meets the needs of LBH and provides the ability for locally based businesses to grow and thrive.
10. To work closely with LBH’s Communications Team, to promote investment in Hounslow, through use of digital marketing and social media.
11. Be the day-to-day manager of the service budget.
12. Champion investment opportunities internally and externally and every opportunity.
13. Support to the AD Inward Investment and Local Economy in developing strong partnerships and delivering strategic and service objectives across the Council.
14. Support the AD Inward Investment and Local Economy Lead on the development of the annual service plans and to support their successful delivery and objectives.
15. Represent the Investment opportunities team and Council at stakeholder networking events, such as those run by the GLA, London Councils, WLA, central government or performance improvement organisations.
16. Attend meetings of Borough Council, Cabinet, Committees and Sub-Committees, panels and officer level meetings, where appropriate and advise on service specific matters.
17. There is an expectation that this role will be present in the offices at least 2 days per week.

**These are the values that drive us:**

**Lead with heart**

We’re here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other’s shoes, remembering that every person is different, and every interaction is a real moment in their lives. We always feel first.

**Do new**

We need to do things differently if we’re going to help Hounslow people thrive in the future. Hard work is important but it’s not enough on its own. We need to challenge ourselves to break new ground, invent new approaches, try new ideas keep moving forward and keep improving. That means being ready to stop doing things we’ve done before. It means taking on risk and backing each other when we take a leap.

**Pass on the power**

The world keeps on changing and we need to change with it. We won’t be able to adapt fast enough to the future needs of our residents if we stick to old fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It’s about being transparent and straightforward. It’s about providing tools and support. But most of all, it’s about being ready to trust each other to do the right thing.

**Harness the mix**

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We’re not interested in siloes or defensiveness. We’re always open to different approaches, we’re flexible and ready to adapt. We break down the barriers between our parts and people to unlock the problem-solving power of our amazing mix of minds.

**Be a rock**

There’s lots to do and people need us. It’s up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It’s about being super focused, effective and efficient. It’s about allocating our resources smartly and with good rationale – using data to help guide our decisions. But most of all, it’s about having the strength and determination to keep on going through thick and thin.

**The top 5 things about you that are most important:**

* You will bring considerable, demonstrable experience and success of working within the arena of Inward Investment and economic development.
* You will bring expertise supported by strong analytical, project and programme management skills, as well as a track record of financial competency in managing budgets and commercial acumen in relation to raising external funding and sponsorship.
* You will have proven experience of developing networks and building strong relationships with developers, investors, key stakeholders and businesses.
* You will have knowledge of the commercial property market, a sound knowledge of factors driving business relocation decisions and highly developed marketing and selling skills.
* You will have experience of leading and managing teams, providing leadership that empowers, motivates and develops staff to deliver positive outcomes for the service area.

**Qualifications:**

* Educated to degree level or you have demonstrable work-based experience that evidences an equivalent level of attainment and competence.