



JOB DESCRIPTION

Job Title:	Senior International Markets Manager, South Asia
Team:	Business Attraction
Classification:	Senior Manager
Reports to:	International Markets Lead
Classification of Line Manager:	Lead
Number of Direct Reports:	0

Job Purpose

West Midlands Growth Company helps create new jobs, build and expand businesses, attract regional investment and encourage tourism.

The Birmingham 2022 Commonwealth Games was a golden opportunity not just for the West Midlands, but for the UK. The Commonwealth Games demonstrated that post-EU Exit Britain is open for business, support economic recovery from COVID-19 and to provide a shop window for Britain's economic engine.

Building upon the West Midlands Growth Company (WMGC)'s strong track record of delivery as the region's investment promotion agency, additional funding has been secured to deliver the legacy programme for the Commonwealth Games to continue to attract visitors, investors, and events to the West Midlands.

Working within the International Markets team as part of the wider inward investment function, the Senior South Asia Markets Manager will play a key role in driving the continued success of the West Midlands region.

The Senior International Markets Manager will be responsible for lead generation, stakeholder relationship management and intermediary engagement activity across the South Asia markets, primarily focused on India as a core market. The role holder will maintain and actively develop relationships across a number of different trade organisations and British diplomatic outposts (Post) in India. Through this activity and associated relationship management, the Senior International Markets Manager will help to raise awareness of the West Midlands' Inward Investment proposition and secure advocacy and support from key partners, to generate a robust pipeline of qualified investment projects for the region.

The role holder will also lead and deliver activities contributing to the regional India Strategy and upcoming West Midlands International Strategy (WMIS).

Following the integration of the West Midlands India Partnership (WMIP) into the WMGC board, this role will also be responsible for managing overarching relationships with key West Midlands-based South Asian stakeholders, leveraging their market presence and supporting the development of their propositions for the South Asian market.

Our people and our offices

West Midlands is an exciting, vibrant and diverse region and the West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employment practices promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.

West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status.

We believe that it is in the company's best interests of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.



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To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.

Main Responsibilities and Key Activities

Play a key role in the delivery of international intermediary and stakeholder engagement on behalf of the West Midlands Growth Company, including, but not limited to, the overarching relationships with important Department for Business and Trade (DBT) and Posts teams; trade and investment agencies acting on behalf of South Asian countries for inward investment; London Embassies and High Commissions; trade and sector bodies (e.g., CII, FICCI, Nasscom, UKIBC) in order to raise the regional profile and gather market intelligence.

Support the International Markets Lead on the development of an International Strategy for the West Midlands Growth Company, identifying the key inward investment market opportunities: influencing of the key stakeholders to ensure success.

Act as the market expert with regards to India and wider South Asia, proactively seeking intelligence on economic and policy changes that may influence WM approach to South Asia market engagement.

Work closely with the Growth Company's Inward Investment sector leads and cross-programme events teams, to scope, plan and deliver a number of effective inward investment activities specific to the South Asia market(s), including (but not limited to) sales missions to India and inward investment delegations to the region.

Develop a pipeline of qualified leads and opportunities from the South Asia geography via direct business development, international intermediaries, and wider stakeholder relationships.

Leverage the international footprint of key partners of the West Midlands Growth Company, including commercial partners and the region's universities, to drive awareness of the region's inward investment opportunities.

Work closely with regional stakeholders, supporting them on their South Asia market propositions and aligning their offers to the market opportunities identified in South Asia.

Work closely with the senior management team at the West Midlands Growth Company to ensure consistent and effective achievement of contract objectives, providing flexible support to ensure the team targets are achieved.

Undertake planned marketing and lead generation activities both nationally and internationally (trade fairs, exhibitions etc) to showcase the regional offer e.g., India Global Week.

Make efficient use of CRM systems and processes to record, monitor, review and refine business development strategies.

Build influence across the region for WMGC with Midlands Engine, DBT and other relevant national and international organisations and intermediaries to ensure that the West Midlands is perceived as a priority region for inward investment and capital investment opportunities.

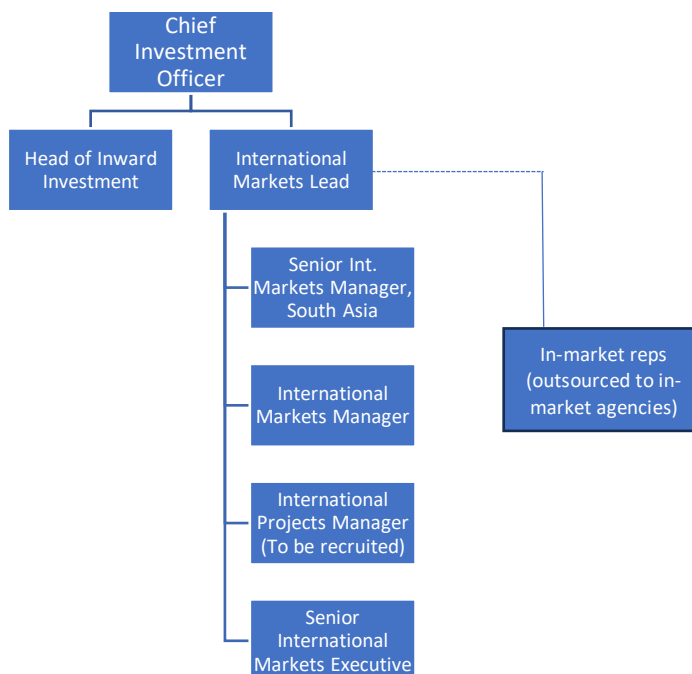
Provide guidance on South Asian market intelligence from a branding, press and wider external affairs perspective.



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Dimensions

Team structure:



Budget responsibility: None

Key relationships: International Markets Lead, Head of Inward Investment, Chief Investment Officer

Key Skills and Competency Requirements

Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Professional qualification, relevant degree, or equivalent experience 	<ul style="list-style-type: none"> Evidence of proactive professional development or a qualification in a relevant discipline
Skills and attributes	<ul style="list-style-type: none"> International experience and outlook Big picture thinker – able to think and plan strategically. Excellent communication / relationship management skills Excellent inter-personal and team working skills, and a proven ability to form partnerships, motivate, enthuse and drive individuals. Strong influencing skills with the ability to secure cooperation from senior external stakeholders. Excellent communication and presentational skills, with the ability to communicate ideas, issues, systems and procedures successfully at all levels to a variety of audiences. Demonstrable self-starter, capable of thriving in a fluid, results-driven environment. 	<ul style="list-style-type: none"> Formal sales or key account management skills training. An innate focus on developing others, using a coaching and mentoring approach.



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<p>Knowledge and experience</p>	<ul style="list-style-type: none"> • Excellent commercial awareness and able to build relationships with senior staff across the private and public sector. • Significant experience of dealing with India or Indian companies, particularly in a trade or inward investment context. • An understanding of the structure and role of the UK’s Department for Business and Trade and its role in supporting inward investment into the UK. • Experience of working in a multi-stakeholder / delivery partner environment. • Significant experience of developing and executing successful international business development and/or account management strategies. 	<ul style="list-style-type: none"> • Demonstrable evidence of deep pre-existing relationships within the UK’s Department for Business and Trade and/or its counterparts in South Asia. • Experience of place marketing or investment promotion. • Experience of working in inward investment or FDI, for one of the following: a national or regional trade, investment or economic development agency; an FDI-focused management consultancy business. • Previous evidence of working effectively in a role with international dimensions, primarily India. • Knowledge of the structures and roles of relevant public bodies operating within the West Midlands region. • An understanding of cross-border trade and investment, including an up-to-date knowledge of the commercial drivers and barriers relating to international greenfield investment.
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Our Values

Trust – Trusted Delivery Partners	We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise.
Respect – Opinions Matter	We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly
Leadership – We lead by example	We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes.
Wellbeing – Health, growth and inclusivity	We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy and happy, developing a growth mindset.

Prepared by

Chris Lau	Date: 7/9/2023
	Job Title: International Markets Lead