



## JOB DESCRIPTION

<b>Job Title:</b>	Marketing Manager (Capital Investment)
<b>Team:</b>	Marketing
<b>Classification:</b>	Manager
<b>Reports to:</b>	Head of Marketing
<b>Classification of Line Manager:</b>	Head of Function
<b>Number of Direct Reports:</b>	0

### Job Purpose

The West Midlands Growth Company (WMGC) attracts investment into the region, enables the creation of new jobs, generates new business opportunities and drives tourism. Following the success of the Birmingham 2022 Commonwealth Games, the region attracted record levels of Foreign Direct Investment and a core objective of WMGC is to continue this positive economic legacy.

We've created a new position within our marketing department to ensure the function is best positioned to support our capital investment team and goals. Our highly experienced capital investment team are responsible for facilitating the regeneration of the West Midlands' built environment, working with public sector shareholders to create attractive, investable real estate propositions and to drive engagement with international developers and investors through direct relationship building, events and hosting and delivering familiarisation visits. The new Marketing Manager role will work closely with our capital investment team to lead marketing planning and execution that strengthens the stages of attraction, engagement and nurture for important key audiences over the relationship lifecycle.

### Our people and our offices

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practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.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

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

- Leverage insight and data sources to ensure market orientation and highly effective marketing results, where marketing activities are timely, relevant and add value to the WMGC offer and engage the audience
  - Proactive use of third-party content relating to capital attraction and investment (news, blogs, influencers, white papers etc) as well as business generated insights (feedback loops and CRM data)
- Develop targeted and effective plans to convey key differentiators of our regional place-making and strategic site propositions to UK and international real estate developer and investor audiences
- Create and manage multi-channel marketing campaigns, ensuring performance against KPIs



## JOB DESCRIPTION

- Curate content across web, collateral and social channels – managing messaging and timings to maximise audience engagement
  - Take ownership of WMGC's market-facing collateral and content as it relates to capital investment, ensuring that this is maintained properly and continued to drive effective and differential messaging.
  - Bring creative and ambitious ideas for the overarching messaging and narrative to the region, as well as ways to promote specific real estate opportunities and engage with the market, adding significant value to the broader Team's business development activities.
- With the project management team, co-shape content for a programme of events that communicates the regional proposition, ensures distinctiveness and creates impact with the market – this includes UK REiIF 2024
- Support business development colleagues on optimising sales pipeline activities and on lead nurturing over long conversion periods (lead acquisition and lead nurture)
- Evaluation of campaigns and marketing activity, leveraging data and analytics to optimise future activities
- Work with partner organisations on the co-creation of campaign and collateral activations
- When required, support across the business on broader marketing initiatives

### Dimensions

**Travel:** Occasional within region; some possibility for national / international travel

**Team structure:** this may evolve as the programme develops



**Budget responsibility:** Responsible for allocated marketing budget

**Key relationships:**

- Line Manager
- Capital investment (business development) team
- Sector marketing colleagues working across Inward Investment
- Communications team
- Marketing services team (event support, creative, digital marketing)
- Project Services team

### Key Skills and Competency Requirements

Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>• Professional qualification, relevant degree, or equivalent experience</li> </ul>	<ul style="list-style-type: none"> <li>• CIM qualified</li> <li>• Evidence of continued professional development</li> </ul>
Skills and attributes	<ul style="list-style-type: none"> <li>• Strong writing skills, with the ability to communicate complex ideas and issues</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of matrix working</li> <li>• Creative thinker able to apply skills to achieve excellent outcomes</li> </ul>



## JOB DESCRIPTION

	<p>successfully at all levels to a variety of audiences.</p> <ul style="list-style-type: none"> <li>• Excellent relationship management skills</li> <li>• Able to work in a fast-paced environment and manage a complex stakeholder network</li> <li>• Self-motivated and deadline-driven; able to prioritise and deliver multiple projects</li> </ul>	
Knowledge and experience	<ul style="list-style-type: none"> <li>• Highly experienced in B2B marketing– full channel mix campaign development and management</li> <li>• Experience of working in real estate development or associated industries (such as property finance)</li> <li>• Strengths in delivery of content curation, event management and B2B social media</li> <li>• Good knowledge of commercial marketing and working closely with BD teams</li> <li>• Partnership working and project coordination with 3rd party organisations</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with comms / marketing agencies</li> <li>• Previous evidence of working effectively in a role with international dimensions</li> <li>• Experience of economic development or investment promotion</li> <li>• Awareness of the West Midlands geography, its key industry strengths, key companies and strategic public, private and higher education organisations.</li> <li>• Experience of working in / with public sector stakeholders</li> </ul>

### 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, which 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

Charlotte Ridley	Date: 23/11/23
	Job Title: Head of Marketing