**Job Description**

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| **Job Title:** | Business Development Manager – Life Sciences | | | |
| **Department:** | Commercial | | | |
| **Team** | Business Attraction | | | |
| **Classification:** | Manager – 0.5 FTE | | | |
| **Reports to:** | Head of Business Attraction | | **Classification of Line Manager:** | Head of |
| **Number of Direct Reports:** | | **N/A** | | |
| **Job Purpose:**  This role will be responsible for securing inward investment and business expansion projects from the Life Sciences (including medical technologies) sector leading to sector growth and job creation across the West Midlands region. | | | | |
| **Main responsibilities and key activities:**   * Undertake external business development activity to identify, support and secure inward investment through new and expansion projects to achieve an increase in job creation across a range of different contracts West Midlands Growth Company (WMGC) is responsible for. This activity may be with individuals, partners (Local Enterprise Partnerships, Local Authorities, Commercial Partners) or appropriate consortia. * Take a key role in implementing programmes of focussed business development and marketing activity to promote life sciences and medical technologies inward investment within and to the region, identifying and maximising regional strengths, aligned to the West Midlands Investment Strategy to stimulate greater levels of investment. * Work closely with the Department of International Trade (DIT) and their relevant sector teams on new investment enquiries and agreed account management plans for strategic foreign direct investors (FDI) in the geography aimed at generating/ supporting inward investment new and expansion projects. * Develop and deliver an intelligence-led target focussed account management and investor development plan aimed at securing expansion projects across key sub sectors within life sciences across the West Midlands Combined Authority (WMCA) geography in collaboration with local partners, aimed at generating business growth and securing inward investment expansion projects. * Take a prominent role in leading/ supporting as appropriate with colleagues on life sciences and medical technologies related inward investment activities and enquires where there may be overlap or have synergies with other target sectors including advanced engineering, business, professional and financial services (BPFS), tech and food and drink. * From a foreign investment perspective, proactively support the GBS LEP work to develop a life sciences cluster for the WMCA area, based on the market driven opportunity around data driven healthcare as outlined in the regional local industrial strategy. * Work closely with the University of Birmingham and University of Warwick in relation to the Birmingham Life Sciences Park and life sciences developments at the Wellesbourne Campus respectively to attract life sciences sector occupiers and to stimulate investment within local firms within the region. * Work closely with the senior management team at WMGC to ensure consistent and effective achievement of contract objectives, providing flexible support to ensure the team targets are achieved. * Forge and develop effective relationships across and between the public and private sectors within Greater Birmingham, the Black Country and Coventry and Warwickshire to send out a coordinated message to potential investors in the region. * Engage with key industry associations and trade bodies relevant to the sector * Undertake planned marketing and lead generation activities both nationally and internationally (trade fairs, exhibitions etc) to showcase the regional WMCA geography offer including, the WMGC university shareholders. * Monitor, review and refine business development strategies, together with marketing and communications programmes to fully exploit business opportunities both for the business and for the wider benefit of the region. * Build influence across the sector for WMGC through its inward investment programmes within Midlands Engine, DIT and other relevant organisations to influence their plans and activities, aimed at ensuring WMCA geography is perceived as a priority region for them in inward investment opportunities. * Efficiently use current customer relationship management systems to ensure regular and effective evaluation of activity, and transparency of lead generation across the region. | | | | |
| **Dimensions:**   * Work across the West Midlands region and nationally * The post reports to the Head of Business Attraction in the Business Attraction Team * Managing a portfolio of inward investment enquiries including expansion projects with key measures around investment projects influenced/generated and secured and associated new direct jobs created * Key relationships to be with external inward investment clients, business intermediaries, local, national and international industry sector and government bodies such as DIT, public and private sector partners across the West Midlands | | | | |
| **Key Skills and Competency Requirements:**  **Essential:**   * Experienced in the life sciences and medical technologies sectors and in the area of business development. * Excellent inter-personal and team working skills, and a proven ability to form partnerships, motivate, enthuse and drive individuals. * Excellent communication and presentational skills, with the ability to communicate ideas, issues, systems and procedures successfully at all levels to a variety of audiences. * Highly developed negotiating skills with the ability to influence decision-makers at the highest level. * Proven ability to operate with a range of decision makers and structure detailed solutions to their requirements. * Commercially aware, credible and able to build relationships with senior staff across the private and public sector. * Must be educated to degree level or equivalent.   **Desirable:**   * Evidence of success in motivating people and brokering collaborative working relationships with a range of key stakeholders, including engagement with local communities, building partnerships across traditional organisational and sector boundaries. * Evidence of a well-developed knowledge and understanding of the strategic issues around sustainable economic development and place marketing. * Evidence of successful promotion/implementation of joint venture partnerships within the public/private sectors. | | | | |

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| **Prepared by:** | | |
| **Name** | **Job title** | **Date** |
| **David Fisken** | Head of Business Attraction | 26/6/19 |
| **Approved by:** | | |
| **Name** | **Job title** | **Date** |
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