

## JOB DESCRIPTION

<b>SECTION:</b>	Cornwall Trade & Investment
<b>JOB TITLE:</b>	Trade and Investment Manager
<b>RESPONSIBLE TO:</b>	Director of Trade and Investment
<b>FUNDED BY:</b>	European Regional Development Fund and Cornwall Council (match)
<b>SUPERVISORY RESPONSIBILITY:</b>	None

### KEY RELATIONSHIPS:

<b>Internal:</b>	Members of the CDC Board of Directors, Management and staff of all relevant CDC functions
<b>Council:</b>	Corporate Directors, Chief and Senior Officers and Elected Council Members, including Cabinet Members/Portfolio Holders/PAC Members
<b>External:</b>	Cornwall & Isles of Scilly LEP, Potential and existing inward investing businesses, potential and existing exporters, Department of International Trade (UK and in post), Business West/Cornwall Chamber of Commerce "Export for Growth" programme, Cornwall "Embassy", Cornwall & IoS Growth and Skills Hub; providers of services to which businesses will be introduced – both public sector/ESIF-funded and from the private sector, including accountants, banks, colleges, skills providers

### MAIN PURPOSES OF THE JOB:

To successfully account manage and provide support to international businesses seeking to establish operations in Cornwall. This will involve working closely with the wider CTI team to promote Cornwall & IoS as a credible business destination, identifying and presenting key reasons for businesses to choose Cornwall.

Emphasis for this role will be placed on an extensive understanding of business growth, development and expansion enablers across UK and international markets – or a willingness to learn.

To provide high-quality intelligence-led market research to identify lead generation opportunities, as well as export opportunities for Cornwall-based businesses.

To deliver excellent customer service and account management to maximise business investments (inward investment) in line with targets defined in the ERDF support service to see businesses successfully locate in the region.

To provide support to Cornwall-based businesses via the identification of relevant trade programmes, events and initiatives. This will involve understanding export support requirements, successfully recruiting a cohort of businesses and organising the relevant activity. This role will involve occasional national and international travel.

### KEY TASKS:

#### Service delivery

### **Lead Generation, Capture and Export Trade Development**

- To provide intelligence-led research/lead generation function to maximise the quantity and quality of the inward investment pipeline
- To define target companies and design bespoke and proactive engagement strategies
- To show current understanding of the global market and economic trends and opportunities, and be responsible for developing sector strategies aligned to market conditions
- Working with the Department for International Trade to coordinate export trade activity allied to inward investment event attendance
- To represent and to be an ambassador for Cornwall to a high level by attending relevant exhibitions, seminars and conferences both nationally and internationally
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- Demonstrate a thorough and current knowledge of all aspects of the Cornwall product including, but not limited to workspace, academia and the full spectrum of available financial support - or willingness to learn
- To develop strategic relationships with other economic development projects and initiatives in order to create call to market campaigns.
- To represent Cornwall & IoS in South West clustering arrangements, gaining respect from peer regions and providing assurance of excellent representation to Cornwall's wider stakeholders.

### **Conversion**

- To deliver a high-quality customer and account management service for inward investors to Cornwall from the UK, Europe and International markets
- To lead discussions and negotiate with clients, liaising fully and in a timely manner with stakeholders in Cornwall who can positively impact inward investment outcomes
- To undertake and document response work provided to inward investors

### **Aftercare and Compliance**

- To manage the aftercare programme as appropriate with allocated investors monitoring their jobs growth (to ensure outputs are delivered) and linking, as relevant, to other business support providers to support their continued growth
- To manage project data capture including progression of enquiries, funding requirements, projects landed, job creation and feedback stakeholders
- To develop and exhibit a level of sound knowledge of the range of business support offerings to ensure all referrals to 3<sup>rd</sup> party support are appropriate
- Utilise the Cornwall & IoS Growth & Skills Hub to support the development needs of investor businesses
- To assess and manage flight risk of inward investors, alongside DIT where appropriate, and proactively employ appropriate measures to mitigate

### **Relationship management**

- Develop and maintain strong relationships with potential and existing investors in furtherance of capturing new and additional business investment
- Develop and maintain relationships with CTI ambassadors and other potential investors to maximise export development in UK, European and international markets
- To build and develop strong relationships with other business support professionals via the Cornwall & IoS Growth & Skills Hub to engage their participation with businesses new to Cornwall
- Develop and maintain strong relationships with relevant DIT regional, national and in-post personnel to ensure a high profile for the Cornwall inward investment and export trade proposition
- Represent Cornwall Trade & Investment at events, seminars and conferences to network with industry and thought leaders to raise awareness of C&IoS, the project objectives and to act as an ambassador for the region

### **Service development**

- Keep abreast of national and international developments regarding inward investment and trade development issues to ensure strong specialist knowledge and best practice
- Working with the Director of Trade & Investment

- , propose the development and implementation of communications strategies to access potential new investors through proactive lead generation

### Technical

- Develop and share specialist knowledge of at least one of the following aspects of the Cornwall proposition:
  - Access to finance
  - Property & infrastructure
  - Business and skills support
- Develop expertise in selected key sectors so that Cornwall Trade & Investment is able to respond professionally and with confidence to detailed enquiries.
- Ensure that inward investment and export trade development best is exhibited at all times

### Leadership & management

- Work collegially with the Director of Trade and Investment and other team members to ensure that resources are aligned with priorities and that agreed outcomes are delivered
- Represent CTI in project teams on allocated areas of project activity, often complex and high profile in nature

### Performance reporting & management

- Report and ensure that to the required standard and timeframe for ERDF reporting, the project output metrics for export trade development and inward investment are recorded
- Ensure that all files related to activity with investors are maintained in accordance with EU audit requirements, ensuring that all outputs are validated (by the investor) and that this arm of the project passes scrutiny from all internal and external audit reviews

### Resource management

- Be responsive at all times to the demands of potential investors or exporters, acknowledging that much is to be gained by being highly responsive and pro-active in developing the Cornwall proposition
- Manage own time so that it is efficient and effective

### Customer feedback

- Ensure that clients are aware that customer feedback systems are in place so that they have the opportunity to influence service improvement initiatives
- Provide written responses to enquiries or complaints regarding any issues, seeking approval from the Director of Trade & Investment for the most contentious or high profile matters

### KEY RESULT AREAS:

- Provision of a responsive and high quality inward investment and export trade development service leading to the achievement of new inward investments and export contracts for Cornwall and the Isles of Scilly
- Develop and maintain accurate records of all contact with potential investors and exporters engaged with the programme
- Contribution to growing the inward investment to and export from Cornwall and the Isles of Scilly
- Provision of a responsive and high quality aftercare service to businesses (newly) resident and previous inward investors in the region, recording and validating all data in relation to new jobs created

### PERSONAL & TEAM RESPONSIBILITIES:

- Fully discharge role within the CTI team and CDC, in doing so, provide an excellent role model for other members of staff
- Project a positive image of Cornwall, CTI and CDC to internal and external contacts and customers
- Demonstrate the CDC's culture, values and behaviours:
  - achieving excellence
  - valuing ourselves and others
  - showing personal leadership
  - being passionate about what we do
  - committed to a low carbon future for all

- Participate actively and positively in the effective management of activities within the team
- Display strong customer and commercial focus towards the delivery of all work
- Carry out responsibilities with due regard to the current Data Protection legislation (GDPR) and associated CDC policy
- Carry out responsibilities with due regard to the Company's Equal Opportunities Policy and Environmental Policy
- Work at all times within the code of the Health & Safety Act

*This job description is not comprehensive or exclusive and duties may be varied from time to time, but these will not change the general character or level of responsibility of the job. This job description and your performance will be regularly reviewed with you.*

*Good communication and organisation skills as well as self motivation and self confidence will remain essential qualities to fulfil this role.*

*In addition to fulfilling this specific role, you may occasionally be required to make your abilities available to help meet related business needs of the Company in your own or other departments. This would only be required if authorised by your Manager and subject to confirmation that precedence is given to your normal duties*

**Date last reviewed:** January 2022

**Approved by manager:** January 2022

**Evaluated by CDC HR:**

**Agreed with post holder:**

## PERSON SPECIFICATION

**SECTION:** Cornwall Trade & Investment  
**JOB TITLE:** Business Engagement Manager

### EXPERIENCE

Essential	Desirable	How identified
<p>Ability to undertake research to identify key inward investment targets and develop engagement plans on a case-by-case basis</p> <p>Demonstrable experience and understanding of B2B and brand marketing activity</p> <p>Experience and competency in event planning and management and outcome/output realisation</p> <p>Demonstrable experience in a client management role</p> <p>Demonstrable track record of success in previous assignment(s)</p>	<p>Experience of public sector partnerships</p> <p>ERDF project management capability</p> <p>Experience of the FDI/inward investment and export trade development market activity</p> <p>Experience of working with UK, EU &amp; international clients</p> <p>Experience of developing and implementing sector strategies</p>	<p>Application form / CV</p> <p>Interview</p> <p>References</p>

### EDUCATION & TRAINING

Essential	Desirable	How identified
<p>A relevant degree</p>	<p>Hold or be working towards a relevant marketing professional qualification</p>	<p>Application Form / CV</p> <p>Certification</p>

**BEHAVIOURS**

Essential	Desirable	How identified
Credible ambassador for Cornwall  Ability to influence and negotiate at all levels in contentious situations  Enthusiastic and positive approach  Resilience and adaptability  A highly motivated self-starter  Culturally sensitive/aware	Politically aware with the ability to influence outcomes with diplomacy	Application form / CV  Interview  References

**KNOWLEDGE & SKILLS**

Essential	Desirable	How identified
Ability to focus on and deliver project and contract outcomes  Knowledge of Cornwall's business environment within a global context  Highly developed presentation and client support skills  Excellent report writing skills  Excellent communications skills  Enhanced networking skills  Ability to problem-solve creatively in furtherance of project execution  An understanding of business issues  IT Literate (Microsoft Office)	Ability to undertake or commission impactful market research	Application form / CV  Interview  References

**ANY ADDITIONAL FACTORS**

Essential	Desirable	How identified
The post holder will be required to regularly travel – within Cornwall, the rest of the UK and		Application form / CV  Interview

occasionally internationally.  Access to vehicle and ability to travel throughout the county		References
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