

ROLE DESCRIPTION

Job Title	Senior Lead Officer, Inward Investment
Salary Band	SCP 51-55
Reporting to	Assistant Director - Business Growth
Directorate	Investment and Delivery
Service Area	Business Growth
Political Restriction	No

1. Primary Purpose of the Post

Lead the development and delivery of Liverpool City Region Combined Authorities Inward Investment Service, Invest Liverpool City Region.

The primary objective of the role is to attract and secure significant investment into the Liverpool City Region, aligned to the CA's corporate objectives and the Mayor's Manifesto pledges. The role will also lead all trade activity, especially where it relates to joint inward investment and trade activities.

The role will be responsible for developing and implementing strategies to enhance the region's attractiveness to domestic and international investors, fostering relationships with key stakeholders at senior levels, and driving economic growth through targeted investment initiatives.

The Senior Lead Officer - Inward Investment will have full budgetary responsibility including the identification and securing of additional funding, alongside the Assistant Director - Business Growth.

The role will also have responsibility for leading delivery of Investment into the Freeport and Investment Zone and will work closely with the CA's Business and Enterprise and Cluster Boards in areas relating to Inward Investment.

The Senior Lead Officer - Inward Investment will lead the Invest Liverpool City Region team and will build and lead cross departmental teams and external partnerships to deliver activity.

2. Your responsibilities

- Have responsibility for and manage the Invest Liverpool City Region service to deliver inward investment into LCR
- Lead the development and implementation of a comprehensive inward investment strategy aligned with the economic goals of the Liverpool City Region, including

delivery of the Corporate Plan, Plan For Prosperity and Economic Opportunities Framework

- Manage the building of capacity and increase capability and resources within the Invest Liverpool City Region function.
- Target the key priority cluster and opportunities identified in the Economic Opportunities Framework to target new investment into Liverpool City Region, building market ready propositions.
- Take responsibility for and lead the development and delivery of a new strategy to attract Capital and Real Estate investment into Liverpool city Region, building capacity and capability
- Develop strategic relationships with local public and private sector stakeholders at senior levels (C Suite) and lead the development of an annual activity plan that will attract capital and real estate at events like MIPIM, UKREiiF
- Lead the delivery of investment related activity into Freeports and Investment Zones.
- Lead the proactive identification and engagement of potential investors, scaling Start Ups and SME's to Multinational Corporations.
- Direct and oversee market research and analysis to inform investment strategies and identify emerging opportunities.
- Develop International partnerships and collaboration with key target markets, at national, regional, city and industry association level at senior levels.
- Represent the Liverpool City Region at high level investment related events, including investment forums, trade shows, and business events including speaking opportunities and media appearances if required.
- Build and maintain strong relationships with local, national, and international stakeholders, including government agencies, industry bodies, and business leaders at senior levels.
- Manage relationships with constituent Local Authorities in matters relating to Inward Investment and represent the LCRCA at the LCR Inward Investment Board, Cabinet Briefings and Growth Directors.
- Perform secretariat duties for the Business Relocation Task Force.
- Represent the Inward Investment service at the Freeport/IZ joint board as required.
- Manage relationships with key government bodies, including DBT and OFI at senior levels including national and international forums.
- Lead and develop strategic partnerships with the private and public sector to support delivery of activity, including raising alternative sources of funding.
- Lead and oversee end-to-end management of investment projects, ensuring timely delivery and alignment with strategic objectives.
- Build and lead cross service internal teams and collaborations with external partners to facilitate successful project execution.
- Have responsibility for the creation of compelling investment propositions and collateral to attract and retain investors, working with the Cluster Boards and Cluster Leads.



- Lead the development and implementation of activity plans with the objective of attracting new investment into Liverpool City Region.
- Coordinate with LVEP to align the wider Place Brand with inward investment branding and narrative.
- Manage the delivery of high profile national and international events such as MIPIM/UK REiF and Industry Specific Events and Conferences.
- Provide feedback to the Mayors Office and the CA ELT and support the development of capacity to attract further inward investment and deliver economic growth objectives, including wider hard and soft infrastructure development.
- Identify and secure external funding to support delivery of ILCR and wider Business Growth Service.
- Monitor and evaluate the impact of inward investment activities, providing regular reports to ELT and external stakeholders.
- Set and achieve key performance indicators (KPIs) related to investment attraction and economic impact.
- Manage the delivery of external funding, ensuring financial compliance and achievement of outcomes and outputs.
- Provide support to the Assistant Director of Business Growth and support leadership across wider Business Growth objectives.
- Represent Assistant Director of Business Growth as required.
- Accompany the Mayor, CA Chief Executive, other political leaders and members of the CA ELT on foreign investment missions and field investment related elements of the discussion on behalf of the city region.

3. General Corporate Responsibilities

- Promote teamwork and collaborate proactively with their colleagues and management peers.
- Demonstrate 'whole organisation' thinking in the delivery of shared goals and objectives.
- Work in an agile and effective way to ensure that the CA's resources are used efficiently to achieve a positive impact.
- Communicate effectively orally and in writing.
- Demonstrate strong political awareness and cultural sensitivity.
- Manage people well to encourage optimal employee engagement and performance.
- Be skilled at managing change and dealing with potential conflict and resolution.
- Demonstrate a commitment to customer excellence.

It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION

This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

PERSON SPECIFICATION

Job Title: Senior Lead Officer, Inward Investment

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Degree in Business, Economics or a related field, or equivalent professional experience	E	A
Professional Qualification in economic development or investment related areas	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Proven experience in investment promotion, economic development or a related field	E	A,I
Experience in engaging and negotiating with senior leaders, investors and stakeholders	E	A,I
Strong understanding of international markets and global investment trends	E	A,I
Track record in successfully attracting inward investment or delivering major economic development projects	E	A,I
In depth knowledge of both the Liverpool City Region and UK's economic landscape, investment policies and strengths	E	A,I
Understanding of Gov. Functions, funding mechanisms and incentives for inward investment	E	A,I
Experience in working in public / private partnerships or local / national government	D	A,I
Knowledge of specific sectors of strategic importance to the Liverpool City Region	D	A,I
Track record of using data and research to make evidence-based decisions	D	A,I
Familiarity with regulatory and legal frameworks affecting Foreign Direct Investment (FDI)	D	A,I

Skills, abilities and personal attributes	E = Essential D = Desirable	Identified By
Excellent verbal and written communication skills	E	A,I
Strong interpersonal skills for building and maintaining relationships with investors, stakeholders and partners	E	A,I
Ability to influence and persuade at all levels	E	A,I
Ability to develop and implement an inward investment strategy	E	A,I
Strong leadership skills to manage and motivate teams	E	A,I
Strategic thinking with the ability to identify opportunities and risks	E	A,I



Commitment and Behavioural Competencies	E = Essential D = Desirable	Identified By
Results driven with a focus on identifying and achieving measurable outcomes	E	A,I
Highly motivated with a proactive approach	E	A,I
Willingness to travel and ability to represent the Liverpool City Region on the World stage	E	A,I

Note for Candidates:

As part of our recruitment process, we will be using psychometric testing and stakeholder panels. Psychometric tests help us assess your cognitive abilities, personality traits, and job-related skills, ensuring a fair and unbiased selection.

Additionally, stakeholder panels, will provide diverse perspectives during the interview process.

These methods help us make well-rounded hiring decisions and find the best fit for both the role and our organisational culture

Key to Assessment Methods:

A - Application	I – Interview
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