



Driving prosperity in the M3 corridor

INTERNATIONALISATION SENIOR PROJECT OFFICER JOB DESCRIPTION

Enterprise M3 Local Enterprise Partnership (LEP) is looking to further strengthen its international activities by appointing an Internationalisation Senior Project Officer who will work with the LEP and key partners to boost international activity across Hampshire and Surrey. The post will act as the first point of contact with enquiries from businesses, will promote the strengths of the wider area for inward investment and provide a focus to accelerate export activity.

Enterprise M3 is one of the largest and most successful LEPs in England. The LEP is working with Invest in Hampshire and Invest in Surrey to increase our joint international activity around an economy which is viewed as a key national economic asset. Enterprise M3 is the sixth largest LEP in terms of GVA. It contributes 2.9% of the UK's annual economic output and has ambitions of creating conditions that generate 4% GVA growth per annum up to 2030 – an ambitious target but one where international activity and work with existing business is critical.

Our Vision:

Our vision is set out in our Strategic Economic Plan 2018-2030 which was published in September 2018. Our focus is on developing a globally competitive region that is unique for its knowledge, digital and design-based economy. Enterprise M3 is now leading activity on shaping our Local Industrial Strategy.

Purpose:

The post holder will work collaboratively with Invest in Surrey, Invest in Hampshire, Department for International Trade (DIT) and other partners to exploit the Enterprise M3 regional assets to boost and attract inward investment into Hampshire and Surrey.

As part of the Enterprise M3 team supporting the delivery of the Strategic Economic Plan 2018-2030, the post holder will also be providing policy advice and guidance on international trade and inward investment to the LEP Board, LEP Director's and Senior Management Team.

This is an exciting opportunity to support business investment and growth through effective coordination of the internationalisation activity across the Enterprise M3 area.

The post holder will actively manage the EM3 relationship with the DIT regional team by working alongside the DIT Partnership Regional Manager, DIT Sector Managers and DIT South East Trade Office. The post will also engage with other significant players and facilitate joint activity with both the public and private sector.

Main responsibilities:

- Support the development and delivery of an internationalisation framework which seeks to coordinate and enhance internationalisation (inward investment and exporting) activities across the LEP area by supporting the development of a pipeline of companies (and subsequent management) that may relocate and invest in the Enterprise M3 region;
- Provide a consistent and professional approach to managing inward investment enquiries across the LEP area and to continuously improve the quality and standard of enquiry responses, including development of a comprehensive depository of text, images and other relevant material;
- Support lead generation activities and develop a pipeline of companies that may relocate and invest in the Enterprise M3's region;
- Support the delivery of inward investment in the region and ensure that all key business investment enquiries are responded to in a professional and proactive manner across the Enterprise M3 region;
- Work with all partners to help identify commercial investment opportunities and develop activities and initiatives to attract Foreign Direct Investment (FDI) linked to Enterprise M3's High Value Sectors and high-quality projects;
- Work with Invest in Surrey and Invest in Hampshire teams in the development of marketing materials and sector propositions which will be presented to international businesses and promote the region;
- Work with a range of delivery partners including the Enterprise M3 Growth Hub and Enterprise Zones, Local Authorities, DIT South East Export Teams, Chambers of Commerce and universities based in the LEP Enterprise M3 region to proactively support export multi-disciplinary initiatives;
- Work with Invest in Surrey, Invest in Hampshire and other partners to coordinate an approach to key account management in the LEP;
- Support the effective operation of the shared Tractivity CRM system working alongside local authority partners to make full and effective use of the system, undertaking quality assurance checks and to complete regular reporting and analysis to the Enterprise M3 and partners. Capturing data about business engagement and investment enquiries by inputting information to the Enterprise M3 Tractivity CRM and the DIT's Data Hub;
- Input businesses engagement activities and investment enquiries into the CRM and the DIT Data Hub and undertake quality assurance checks. This will include establishing and maintaining a database of the key foreign owned businesses located in the LEP area;
- Develop positive partner relationships, and lead on coordination meetings, with Invest in Surrey and Invest in Hampshire teams;
- Develop links with private sector experts and property agents to ensure companies are provided with specialist support and suitable soft-landing

provisions. This will include providing County and District Councils with suitable support and developing a robust soft-landing offer for businesses including SME's;

- Support the Enterprise M3 communication team on the development of a new EM3 website, ensuring that it includes inward investment offers and signposting to relevant support for export activities and initiatives;
- Work with the relevant European Regional Development Fund (ERDF) delivery partners and Enterprise M3 European team on internationalisation projects;
- When necessary support business investment enquiries that may fall outside of the Enterprise M3 area but are Hampshire or Surrey based;
- All other duties required the Enterprise M3 management team.

Capabilities/experience required:

- Demonstrable experience of working within an inward investment and international investment environment;
- Experience of analysing data, identifying trends and developing investment or Enterprise M3 region marketable opportunities;
- Ability to work quickly in building strong relationships with a range of partners at all levels across the public, private and not-for-profit sectors; reporting key findings to management and partners;
- Engaging personal style, with an ability to work in an ambiguous and rapidly changing environment;
- Strong communication skills;
- A high standard of written work, able to produce documents for a range of audiences in challenging timescales;
- Proactive and positive approach, strong problem-solving skills and resilience with a willingness to learn;
- Able to demonstrate relevant knowledge of key sectors in the Enterprise M3 region;
- Able to demonstrate an understanding of the needs and requirements of businesses interested in relocating and investing in the Enterprise M3 region would be an advantage.
- Experience of managing small projects to time, cost and targets;
- Knowledge/experience of marketing, customer service and/or sales;
- Able to work independently or as part of a team;
- A confident, adaptable self-starter with excellent organisational and presentation skills;
- An understanding of the aims and vision of the Enterprise M3 LEP and the ambitions of the Enterprise M3 Strategic Economic Plan;
- Commitment to diversity and equality of opportunity.

Location:

Winchester as base but flexible, with ability to work and travel across the Enterprise M3 area and beyond. There will be a particular requirement to travel to Kingston to meet Invest in Surrey team.

Responsible to:

Head of Enterprise and Innovation, Enterprise M3.

Working hours and salary:

This position is a 2-year fixed term contract with a potential to be extended or become permanent. The post will be employed by Hampshire County Council as an Accountable Body for the Enterprise M3 Local Enterprise Partnership.

The salary range for this post is £32,109 - £36,139 (HCC Grade F)

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