

Post title: Inward Investment and Marketing Officer (A5015)

Responsible for: N/A

Evaluation: 482 Points Grade: **N6**

Job purpose: To provide professional support to the Invest North East England Team with the specific responsibility for the development of client value propositions, supporting inward investment projects and coordinating implementation of the marketing and communications plan in relation to inward investment attraction.

Main Duties: The following is typical of the duties the postholder will be expected to perform. It is not necessarily exhaustive and other duties of a similar nature and level may be required from time to time.

1. To support Inward Investment activities by managing client projects through the development of high quality and compelling client value propositions and recording projects on the Team's CRM systems.
2. To lead in the day-to-day organisation of key Invest North East England (INEE) events to ensure their smooth running and optimal exposure for INEE. Responsibilities include liaising with procured suppliers and event organisers, booking tickets and space, supporting the implementation of bespoke marketing activities for the event.
3. To contribute to the development and maintenance of INEE's brand, website and marketing collateral, exhibition/conference stands and to support in the development and implementation of the Communication and Marketing Plan.
4. To lead in the day-to-day management of INEE's social media presence, ensuring full exposure and key messages are included across all platforms and maximising digital opportunities to raise awareness for INEE. To proactively track and monitor online and social engagements, responding where necessary.
5. Lead on liaison with external marketing providers to coordinate marketing activity.
6. To coordinate potential investor and national agency visits including developing the itinerary, liaising with stakeholders and the client and making necessary travel arrangements.

7. To manage and update the INEE pipeline and Department of Business and Trade (DBT) database with accurate information on live projects. To collate all information on projects and feed into relevant databases/CRM and communicate to partners where appropriate.
8. To assist in the collection and maintenance of business data to support Inward Investment activity and manage the updating of the sector proposition toolkits.
9. Using a variety of sources, to undertake research and analysis into key markets and a range of business intelligence (for example, comparative wage rates, skills, qualifications, property costs) to feed into the development of client value propositions
10. To produce monthly reports and evaluation of the INEE website (traffic, interactions), social media platforms (engagements, interactions and followers), and monitor the effectiveness of bespoke marketing campaigns in driving traffic to the website.
11. To monitor and account for income and expenditure, recording invoices received against expenditure, working with the senior accountant to process payments and assist in answering queries.
12. Provide administration to the DBT Key Account Management (KAM) programme in partnership with participating Local Authorities.
13. To develop relationships and work in partnership with a variety of regional and national partners in the public and private sectors in particular the local authorities and the DBT.
14. Monitor and record the Team's KPIs and provide reporting support as required to Team members for stakeholders.
15. Undertake any other duties that may be required in order to ensure the smooth running of the Inward Investment Team.
16. To promote and implement the Combined Authority's Equality and Diversity Policy in all aspects of employment and service delivery.