

## **ROLE DESCRIPTION**

<b>Job Title</b>	Investment and Internationalisation Manager – Digital and Creative
<b>Salary Band</b>	37-40
<b>Reporting to</b>	Senior Lead Officer – Inward Investment
<b>Directorate</b>	Investment and Delivery
<b>Service Area and sub area</b>	Business Growth; Sectors – Trade and Investment
<b>Team</b>	Invest Liverpool City Region
<b>Political Restriction</b>	No

### **1. Primary Purpose of the Post**

To lead the internationalisation agenda for the Liverpool City Region's Digital and Creative industries, now structured into two distinct clusters: **Creative Industries** and **Digital & Tech**. Working closely with the respective Cluster Leads and Boards, the role will spearhead efforts to attract new inward investment by developing and promoting the region's international profile.

The postholder will work in collaboration with the Department for Business and Trade (DBT), Office for Investment (OFI), overseas posts, intermediaries, and local stakeholders including industry and academia. Key responsibilities include targeted lead generation, international engagement, hosting visits and delegations, and managing investment enquiries and projects. The role will also support the Combined Authority colleagues on broader internationalisation activities, ensuring alignment with cluster strategies and maximising opportunities for economic growth.

### **2. Your responsibilities**

- Refine and maintain the Investment Propositions and promotional collateral for the Digital and Creative Clusters, ensuring alignment with the wider Invest Liverpool City Region programme and branding. .
- Lead targeted international engagement to attract inward investment, including identifying and developing a pipeline of prospective companies, managing enquiries, and supporting project delivery.
- Act as a key point of contact for DBT and OFI staff (UK and overseas), other Investment Promotion Agencies, intermediaries, and international stakeholders regarding Digital and Creative Clusters (Creative Industries and Digital & Tech) opportunities.
- Develop subject matter expertise across the LCR Digital & Tech and Creative Industries ecosystems, including their competitive strengths and international positioning.
- Monitor UK and global trends to inform strategic positioning and ensure LCR's offer remains compelling and relevant.

- Convene and coordinate local stakeholders to align internationalisation activities, ensuring visibility of in-market opportunities and enabling collaborative promotion of the region.
- Support Cluster Leads and place-based teams in engaging with large companies, particularly those with potential for secondary investment or expansion.
- Collaborate with inward investment colleagues to convert leads into enquiries and projects, providing sector-specific insight and support throughout the investor journey.
- Identify priority overseas markets and territories for proactive engagement, working with partners to shape international outreach strategies.
- Host and support inward delegations, reciprocal visits, and trade missions, providing specialist knowledge and facilitating meaningful engagement.
- Maintain relationships with existing inward investors to encourage reinvestment and deeper collaboration within the region.
- Represent the LCR Digital and Creative clusters (Creative Industries and Digital & Tech) at relevant UK and international conferences, exhibitions, and marketing events.
- Work with partners to identify and engage eligible businesses at place-based marketing events, ensuring prospects are well-supported in their investment planning.
- Contribute to the delivery of UKSPF and other relevant targets related to inward investment and internationalisation.
- Ensure all activity is recorded accurately in the Evolutive CRM system.
- Comply with procurement and evidence requirements.
- Build and maintain strong, lasting partnerships with stakeholders across public and private sector

### **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

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.



<b>4. Recruitment Plan</b>
Competency Based Interview Presentation

## PERSON SPECIFICATION

**Job Title:** Investment and Internationalisation Manager  
– Digital and Creative

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Relevant degree or equivalent experience in business, digital, creative industries, or inward investment/economic development	E	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Recent business development experience, ideally within Digital & Creative clusters	E	A/I
Experience using CRM systems to manage relationships and track engagement	E	A/I
Proven ability to build effective working relationships and partnerships across public and private sectors	E	A/I
Demonstrated success in communicating, influencing, and delivering outcomes across multiple organisations	E	A/I
Experience delivering engagement through one-to-one meetings, virtual platforms (Teams/Zoom), and group presentations	E	A/I
Experience of working in an Investment Promotion Agency or similar, including lead generation, enquiry management and project handling.	D	A/I
Understanding of Foreign Direct Investment (FDI) and the key factors influencing business investment decisions	D	A/I
Detailed current knowledge of the Liverpool City Region Digital & Creative business landscape and growth requirements	D	A/I
Knowledge and experience of delivering funded programmes	D	A/I

Skills and abilities	E = Essential D = Desirable	Identified By
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Excellent business development and project management skills	<b>E</b>	<b>A/I</b>
Strong professional communication skills, both written and verbal	<b>E</b>	<b>A/I</b>
Ability to network and manage ongoing stakeholder relationships	<b>E</b>	<b>A/I</b>
Skilled in building and maintaining credibility and trust with partners	<b>E</b>	<b>A/I</b>
Proficient in promoting, selling, and delivering effective presentations	<b>E</b>	<b>P/I</b>
Capable of writing reports and managing boards and committees	<b>E</b>	<b>A/I</b>
Ability to interpret and analyse research to inform tactical and strategic actions	<b>E</b>	<b>A/I</b>
Good understanding of business investment and public sector decision-making processes	<b>E</b>	<b>A/I</b>

<b>Personal Attributes</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Self-motivated and professional with a proactive approach	<b>E</b>	<b>I</b>
Collaborative and team-oriented mindset	<b>E</b>	<b>I</b>
Politically aware and culturally sensitive	<b>E</b>	<b>I</b>
Adaptable and resilient in managing change and resolving conflict	<b>E</b>	<b>I</b>
Committed to customer excellence and continuous improvement	<b>E</b>	<b>I</b>

<b>Core Behavioural Competencies</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Results driven with a focus on identifying and achieving measurable outcomes	<b>E</b>	<b>A,I</b>
Willingness to travel and ability to represent the Liverpool City Region on the World stage	<b>E</b>	<b>A,I</b>

### Key to Assessment Methods:

A - Application
I – Interview



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION