



## Role Profile

Senior Inward Investment Lead

*Inclusive Growth*

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| <b>Role Profile:</b> Senior Lead Inward Investment | <b>Role Profile Number:</b> SBC_12759                              |
| <b>Directorate:</b> Inclusive Growth               | <b>Reporting to:</b> Head of Inward Investment & Inclusive Economy |
| <b>Grade:</b> CFL 12                               | <b>Date Prepared:</b> August 2026                                  |

## Our Values

Our [Values](#) shape how we work for the people of Swindon. They guide how we make decisions, how we deliver services and how we work with our communities and partners.

Our Values are:

**We SEE** – people, not problems – and stay curious to understand their story.

**We HEAR** – each other and the people we serve

**We CARE** – about our colleagues, our residents and our community

**We ACT** – with integrity, accountability and purpose

**We LEARN** – from data, feedback and experience so we keep improving

These five values describe the standards we hold ourselves to as a Council, and what residents and partners can expect from us.

## The Swindon Commitment

The [Swindon Commitment](#) shows how we bring our Values to life every day, in every role, across all that we do. It turns our Values into practical promises between the Council, our colleagues and the people we serve so we can work together to deliver the best possible services and support.

Created with colleagues from across the organisation, the Swindon Commitment sets out a shared understanding of how we work, lead and behave. Rooted in our five core values, it reflects how we listen to, including and respond to residents, communities and each other.

## Purpose:

Swindon means business. Backed by a robust, high-output economy, unbeatable strategic connectivity, and a well-earned reputation for punching above our weight, the Borough is primed for accelerated growth and transformative capital investment. Over the past eighteen months, our Inclusive Economy Team has established itself as an ambitious, forward-thinking disruptor—securing transformational commercial investments, unlocking major developmental opportunities, and championing local enterprise. To build on this momentum, the Senior Lead for Inward Investment will play a pivotal leadership role, positioning Swindon on the regional, national, and global stage as a premier destination for business location, expansion, and long-term capital investment.

Operating at the forefront of the Council’s ‘Going for Growth’ priority, you will strategically lead and execute comprehensive inward investment, trade, and capital attraction strategies. A cornerstone of your mandate will be driving foreign direct investment (FDI) and securing domestic relocations across our core high-value sector clusters—including advanced manufacturing, Defence, clean growth industries, modern logistics, and financial and professional services. You will build and manage an active, high-caliber pipeline of commercial opportunities, and take full ownership of the investor journey from initial pitch and tailored proposition development through to site selection, negotiation, landing, and comprehensive aftercare.

In addition to driving inward investor conversion, you will be Swindon’s chief advocate, forging influential networks with global business leaders, institutional property developers, regional bodies, and national government partners such as the Department for Business and Trade and the Office for Investment. You will spearhead sophisticated place-marketing campaigns and champion Swindon’s investment readiness, actively showcasing the Borough’s strategic employment sites, regeneration zones, and major development schemes to prime the market for attractive, sustainable projects.

Crucially, the post-holder will ensure that every commercial win directly advances Swindon’s inclusive growth agenda. By negotiating high-impact landing agreements that prioritise local supply-chain integration, green technologies, robust apprenticeship pathways, and well-paid employment for local residents, your efforts will ensure inward investment translates directly into widespread, tangible social impact. Through bold positioning, world-class investor relations, and targeted sectoral leadership, you will secure the transformative investments required to accelerate regeneration and shape an exceptionally resilient, high-productivity local economy.

#### **Key responsibilities and accountabilities:**

- **Strategic Investment Attraction:** Lead the design and execution of Swindon’s inward investment strategy, securing high-value capital investment and sustainable employment.
- **Revenue Optimisation & Delivery:** Driving business rates growth and maximised net yield across Swindon Borough Council by embedding robust KPIs, identifying rating list additions, and exceeding collection benchmarks to reinforce long-term financial resilience.

- **Pipeline & Enquiry Management:** Oversee the end-to-end commercial negotiations, delivering tailored propositions, property searches, demographic data, and concierge landing services for prospective investors.
- **Sector Specialisms:** Develop and promote bespoke sector-specific propositions targeting key clusters (advanced manufacturing, defence, clean industries, logistics and financial and professional Services).
- **Stakeholder & Partner Alignment:** Manage strategic relationships with senior representatives at key external bodies, including the Department for Business, Innovation, Science and Trade (DBIST), Office for Investment, chambers of commerce, and commercial agents.
- **Commercial Land & Property Collaboration:** Work in partnership with commercial agents, landowners, and developers to maintain an active intelligence database of available commercial land, offices, and industrial premises.
- **Inclusive Economy Integration:** Embed social value and inclusive growth metrics into investor packages, securing commitments around local hiring, fair pay, apprenticeships, and local supply chain spend.
- **Representation & Pitching:** Credibly represent Swindon Borough Council at regional, national, and international trade missions, property expos (e.g., UKREiIF, MIPIM), and investor roundtables.
- **Business Case & Bid Writing:** Formulate high-level investment cases, economic impact assessments, and funding bids to secure public/private co-investment for strategic infrastructure and site preparation.
- **Team Leadership & Matrix Management:** Provide senior professional guidance to project officers and cross-functional council teams (Planning, Highways, Economic Development) to de-risk and accelerate investor developments.
- **Market Intelligence & Performance Monitoring:** Monitor economic indicators, competitor locations, and market trends to adapt investment propositions and report KPIs to Council leadership.
- **Devolution:** Position Swindon as a premier high-tech and advanced manufacturing hub within the emerging Thames Valley Mayoral Strategic Authority footprint by aligning major commercial sites and M4 corridor infrastructure with regional spatial plans.
- **Council Priorities:** Ensure that the culture, behaviours and shared values that make the Council successful are embedded across the service and create an effective and efficient working environment to deliver Council priorities and pledges.

#### **Supplementary Accountabilities**

- **Managerial/Operational:** Lead and coordinate the delivery programme for the team, including task and workflow management of two wider economic development officers; maintain strategic oversight of third-party enterprise support contractors and grant delivery partners

- **Professional:** Serve as the Council's primary specialist and expert advisor on commercial property market trends, foreign direct investment mechanisms, and regional economic propositions.
- **Decision Making:** Autonomous authority to negotiate tailored investor landing packages, direct marketing campaign spend and prioritise lead pipelines.
- **Creativity & Innovation:** Design dynamic, data-driven investment collateral, pitch presentations, and innovative digital marketing campaigns to elevate Swindon's regional and international profile.
- **Leadership:** Through your visibility as a leader, provide clear direction and a motivational and inspirational environment for teams and individuals to develop

### Job Scope

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|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Number and types of jobs managed:</b> | 2 (matrix)                                                                                                                                |
| <b>Budget Holder:</b>                    | Yes                                                                                                                                       |
| <b>Budget Value:</b>                     | Shape £150-300k Programme & Marketing Budgets / Influence over multimillion-pound capital investments in conjunction with Head of II & IE |
| <b>Asset Responsibility:</b>             | N/A                                                                                                                                       |

## PERSON SPECIFICATION

| Qualifications:                                                                                                                                                                                                                                                                                                                                                                                                                                   | Essential or Desirable |
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| <ul style="list-style-type: none"> <li>• Relevant degree in Economics, Business Management, Human Geography, or equivalent extensive senior professional experience.</li> <li>• Professional accreditation in Economic Development, Investment, or Marketing (e.g., IED, CIM).</li> <li>• Evidence of continuous professional development, career progression and active engagement with relevant professional and strategic networks.</li> </ul> | E<br><br>D<br><br>D    |
| <b>Knowledge and Experience:</b>                                                                                                                                                                                                                                                                                                                                                                                                                  |                        |

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| <p>Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:</p> <ul style="list-style-type: none"> <li>• Proven track record of securing significant inward investment / FDI within a local authority, development agency, or commercial agency environment.</li> <li>• Knowledge of commercial property development, planning frameworks, and site viability appraisals.</li> <li>• In-depth understanding and practice in inclusive growth social value, and local economic development frameworks.</li> <li>• Experience collaborating with central government departments (e.g., DBT) and regional bodies.</li> <li>• Evidence of an awareness and interest in devolution and/or regional economic policy.</li> <li>• Strong understanding of the commercial pressures facing businesses (economic conditions, workforce/skills, decarbonisation, and workspace).</li> <li>• Proven experience of successful financial management including budget formulation, including a track record of improving services, managing complex budgets, involving a range of partners and funding streams, and delivering value for money.</li> <li>• A proven track record of establishing and sustaining a performance management culture, supported by effective and efficient management information systems</li> <li>• Track record of developing staff, building effective teams and leading multi-disciplinary professional staff to achieve organisational aims and objectives</li> <li>• Evidence of policy development and delivery in local and national settings relating to business support, trade, investment, innovation and related matters.</li> <li>• An ability to lead and manage high profile projects and priorities</li> <li>• Extensive experience of supporting decision makers, possibly including Councillors and statutory consultees and strategic partner organisations to achieve positive outcomes</li> </ul> | <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> |
| <p><b>Aptitudes, Skills and Competencies:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                    |
| <p>Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:</p> <ul style="list-style-type: none"> <li>• Outstanding high-stakes negotiation, pitching, and executive relationship management skills.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <p>E</p> <p>E</p>                                                                                  |

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| <ul style="list-style-type: none"> <li>• Strong financial and commercial acumen with the ability to interpret market data and economic trends.</li> <li>• Exceptional stakeholder engagement, emotional intelligence, and interpersonal communication skills across all corporate tiers.</li> <li>• Proven ability to broker multi-agency solutions across public-private boundaries under tight deadlines.</li> <li>• Strategic mindset with strong analytical capability to convert qualitative business feedback into policy recommendations.</li> <li>• The postholder must take effective decisions quickly and act on their own initiative in order to resolve problems.</li> <li>• The postholder must be able to quickly get to the heart of issues and accurately assess and manage risk</li> <li>• Constantly reviews ways of working and identifies opportunities to improve the quality of work of the function</li> <li>• Identifies creative solutions to Council-wide issues and takes action to implement them</li> <li>• Shows creativity in using resources to deliver cost effective services, engaging external experts where relevant, and looking beyond the boundary of current service delivery</li> <li>• Continually identifying, evaluating and implementing innovative new areas of partnership working where it is beneficial to Swindon</li> </ul> | E |
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| <b>Special Conditions of Recruitment:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |   |
| <ul style="list-style-type: none"> <li>• Politically restricted post in accordance with Section 2 (1) (b) of the Local Government and Housing Act 1989. Flexibility to attend early morning breakfast briefings and evening business network events.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | E |

### **Other Key Features of the role**

It should be noted that the duties and tasks associate with this post may change from time to time without altering their general character or the level of responsibility entailed. The above duties and activities associated with this job are neither exclusive nor exhaustive and the job holder may be called upon to carry out other such appropriate duties as may be required within the grading level of the job.

