

THINK LONDON JOB DESCRIPTION

Think London

Think London is the official foreign direct investment agency for London. We connect international businesses to London, helping them set up, succeed and grow. We are a not-for-profit, private-public partnership delivering expertise and advice to international businesses. Our service is completely free, comprehensive and confidential. Our experts work with government and the business community to help companies access the best people, places and opportunities in the city. Our website is www.thinklondon.com

Title

Head of Business Intelligence

Reporting

Reporting to the Marketing Director

Responsible for

Sales Research
Sales/Proposal Support
Thought Leadership research
Market, Sector & Competitor Analysis
Geographic Information Systems (GIS)
Knowledge Management

Overall the role is to design and implement a strategy that focuses the organisation around key sectors and markets and then provides clear intelligence, propositions and tools which articulate Why London? to our target audiences. It utilises existing source data and research together with commissioning/undertaking new research to enable the organisation to target those sectors and markets most likely to result in foreign direct investment in London.

The team consists of 6 people

Role

- Effectively manage the Business Intelligence Team to deliver appropriate research in order to direct business strategy and marketing activity around a clear matrix of sectors and markets
- Provide input to the design of an organisation wide strategy for research, sectors and proposition development
- Responsible for the implementation of the organisation wide strategy for research, sectors and proposition development
- Develop propositions, collateral and tools to enable delivery of the business strategy
- Creates clear propositions for Why London? and builds intelligence around these that enables the organisation to be “expert” in those areas and hence leverage the opportunity for London
- Provide sector and/or market research to direct lead generation, sales development and support activity
- Develops tools and intelligence for the sales teams to enable them to easily articulate our sector propositions to potential and existing clients

Think London is an Equal Opportunities employer who welcomes applications from all suitably qualified persons irrespective of their age, gender, disability, ethnic origin, faith or sexual orientation.

- Effectively manage key research relationships with stakeholders to ensure Think London is viewed as a trusted partner
- Deliver specific primary research as required to demonstrate thought leadership
- Effectively manage knowledge and its use throughout the organisation

Key Activities

- Manage the overall performance of the Business Intelligence Team through the effective leadership and development of each individual
- Manage the Business Intelligence budget
- Responsible for all research undertaken within the organisation
- Responsible for the use and sharing of knowledge within the organisation
- Ensure that all staff are trained in the use of knowledge (and other) tools
- Design and implement a global strategy for Think London's approach to sectors, markets and propositions
- Provide research in appropriate formats to enable effective lead generation and pre and post sales activity to be undertaken
- Undertake market and sector research in support of proposition development and sales/proposal support to enable the sales teams to develop and win projects
- Ensure a consistent approach to providing materials/presentations for use in sales meetings
- Increase Think London's profile and interaction with key stakeholders in the industry that ensures we integrate our business development activities with our stakeholders
- Develop relationships with key commercial partners to share insight and intelligence and ensure they are integrated into the proposition development programme
- Manage a virtual network of Sector Touchpoints across the organisation who act as a focal point for key sectors
- Manage Think London's competitive benchmarking of rival locations and Investment Promotion Agencies
- Supervise the production of a Quarterly FDI monitor to ensure information is effectively fed back to the LDA and other stakeholders
- Manage the development of the intranet to ensure it delivers against business need and prioritise the roll-out of key applications
- Manage Think London's continuing development of a Geographical Information System for Inward Investment Promotion
- Effectively manage the sales research team to produce outstanding sales presentations and/or other tools within agreed timeframes
- Support the development of compelling sub-regional (east, west, south and north London) propositions

Key Skills, Experience and Attributes

Experience profile

- Graduate with additional relevant specialism/professional qualification
- Strong research/business development background with international experience in marketing, strategy or business to business consultancy
- Proven experience in knowledge management

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- Results driven with experience of impacting the bottom line
- Analytical with the ability to interpret information and research to draw conclusions and make recommendations
- Effective track record of team management and motivation
- IT literate - knowledge of Microsoft Word, Excel and Powerpoint and working with databases
- Administratively self sufficient, hands-on with the ability to get stuck in at all levels

Business knowledge and innovation

- Identifies and develops creative ideas for use of research within the organisation
- Uses research knowledge to develop strategy - understands the “big picture”
- Provides opportunities and resources for people to share ideas
- Sensitive to political context and external factors affecting decisions and new initiatives
- Ensures that Think London’s strategy on sectors and markets is understood by all members of the organisation

Interpersonal skills

Influencing and relationship management

- Able to influence thinking at senior management level
- Takes an ambassadorial role in representing Think London at external events
- Able to effectively communicate complex and innovative ideas and proposals
- Approaches negotiations with the objective of achieving a win-win outcome
- Builds effective relationships at all levels and fully manages a complex set of relationships
- Confronts situations of conflict and resolves them, respecting the needs of all parties

Team working and leadership

- Motivates teams to achieve objectives by motivating and inspiring team members, colleagues and partners
- Able to accurately assess workloads, evaluate performance and implement change as necessary to meet goals
- Personal style generates loyalty and trust

Project Management

- Plans and organises activities and processes to contribute to Think London’s business objectives
- Understands risk and acts appropriately
- Able to effectively evaluate information and options
- Creates an environment which encourages the team to take collective responsibility for problem resolution

Achievement orientation

- Creates an achievement oriented environment
- Sets and monitors appropriate objectives
- Allocates team resources to achieve objectives and best value for the business

Individual effectiveness

- Acts as role model for the organisation by sharing learning, coaching and developing staff members

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- Identifies ways in which team members can take on new responsibilities.
- Demonstrates resilience when faced with organisational challenges or obstacles to the business

Package

Base Salary up to £60,000
Bonus up to 10% of salary based on performance
Private medical cover
Pension of up to 6% of base salary
25 days holiday

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