



**MD Marketing Derby**

## Application Pack **Managing Director**

Marketing Derby Ltd  
Permanent, Full-Time  
Based in Derby

Are you passionate about shaping Derby's future and championing its success on a national and international stage?

Are you ready to lead an award-winning investment promotion agency with a unique public-private partnership model and make a lasting impact on the city's growth story by shaping its place?



# About Marketing Derby

Marketing Derby Ltd, the Investment Promotion Agency (IPA) for Derby, is seeking a Managing Director to steer our mission to attract and support investment into our city.

Established in 2006, we are a company limited by guarantee with over 350 local businesses and organisations – our Bondholders – at the heart of our work. Marketing Derby takes an active role coalescing our Bondholders as ambassadors, alongside public-sector stakeholders – most especially Derby City Council and the East Midlands County Combined Authority - forming a dynamic and influential coalition that showcases Derby as an exceptional place to live, work, visit and invest.

In 2020, our innovative model was recognised nationally with the Queen's Award for Enterprise in Innovation, making us the only UK IPA to hold this honour.

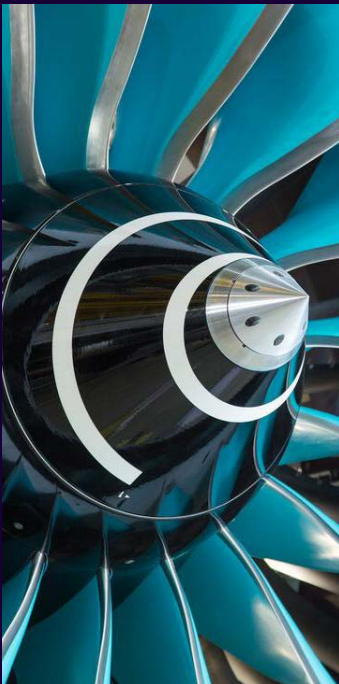
Our nine-strong, passionate team delivers world-class place promotion, investment attraction, and investor support, guided by our values: Be Proactive, Make a Difference, Think Derby First.

Our Board of Directors provides strategic and financial oversight and reflects the public-private partnership nature of our approach to inward investment and place-shaping. The Managing Director role is also a Non-Executive Director of the Board, managing the company on behalf of the Board.

## Our impact

Together we have created over 5,000 new jobs, helped retain 10,000+ jobs, attracted over £1.23bn of capital investment and contributed £333m to the local economy.

We are now seeking a Managing Director to guide us into our next exciting chapter.



# The Role

## Reports to:

Chair of the Board

## Key Relationships:

Chair of Marketing Derby and Board of Non-Executive Directors

Leadership Team

Derby City Council

East Midlands Combined County Authority

Business Bondholders

Local MPs

Regional inward investment and place promotion agencies

## Person Specification

### Essential Criteria

- Proven senior leadership in a dynamic business environment, which could include investment promotion, inward investment, place marketing, or economic development and place-shaping.
- A developed understanding of investment trends, business location drivers, and public-private partnership working.
- Exceptional stakeholder management skills, particularly in navigating public-private partnerships, demonstrating political savvy and sound judgement. With the credibility to build confidence, trust and influence at the highest levels.
- A strong interest in the nature of cities and place and the role played by the business economy, state policies, property development markets and investor decision-making.
- A forward-thinking innovative mindset with an entrepreneurial, can-do approach and the ability to identify and capitalise on new opportunities. With experience in driving innovation and creating new initiatives and campaigns.
- Strong commercial acumen, with the ability to balance strategic vision with sound financial management.
- Experience in governance, compliance, and risk management, ensuring organisational integrity, transparency, and accountability in decision-making.
- Highly developed public speaking capabilities, outstanding communication skills, persuasive, confident, and the ability to inspire and influence diverse audiences at the highest level.
- Track record in leading high-performing teams, fostering innovation and accountability.
- Resilience and adaptability, thriving in a fast-moving, politically aware environment.

### Desirable Criteria

- Knowledge of Derby's economic landscape and strategic development goals.
- Strong personal networks in the East Midlands, and breadth across public, private and third sectors.
- A background in managing public-private funded organisations or partnerships.



# Responsibilities

## Strategic Leadership:

- Lead the strategic development and delivery of Marketing Derby's mission to attract and secure domestic and international inward investment in order to shape the future of the city and its wider hinterland.
- Champion Derby nationally and internationally, representing the city to senior leaders across business, government, and the investment community, promoting our competitive advantages and drawing on our unique business ecosystem.
- Oversee and grow our unique public–private partnership model, maximising the value of our Bondholder network and leveraging public-sector support to achieve sustainable growth.

## Advocacy and Representation:

- Act as the primary ambassador for Marketing Derby, sitting at the intersection between the city and investors.
- Develop and sustain high-trust, long-term relationships with local, regional, and national agencies sharing intelligence and coordinating efforts with political sensitivity and entrepreneurial judgement.
- Build and nurture strategic partnerships with other organisations, government bodies, and private equity providers, to create, cultivate, and convert investment opportunities.
- Raise the organisation's profile and promote its mission to stakeholders, the media, and the public.

## Fundraising and Financial Management:

- Ensure financial sustainability, managing our income streams (Bondholder contributions, public sector funding, and commercial projects) to deliver our business plan and ensure value for money.
- Manage operational risk, safeguarding the reputation and financial integrity of the business.



# Responsibilities cont.

## Operational Management:

- Lead and inspire a high-performing team, fostering a culture of proactivity, innovation and measurable results across the business. Including:
  - the attraction of inward investment, investor aftercare and place-shaping projects;
  - the recruitment and retention of Bondholders through proactive customer relationship management, providing tailored support, communications and services; and
  - the promotion of Derby to a predominantly business and investor audience across a range of media and platforms, including the Derby City Lab.
- Oversee the city's investment pipeline, ensuring accurate reporting and effective progression from initial enquiry through to successful project delivery.
- Promote continuous improvement, using market intelligence to enhance Derby's investment offer, strengthen sector propositions, and adapt to emerging opportunities in the global economy.

## Governance and Compliance:

- Deliver timely and transparent reporting to the Board of Directors.
- Work closely with the Board of Directors and board subcommittees to ensure effective governance and accountability.
- Ensure compliance with all legal, regulatory, funding and ethical standards.

## Leadership Team:

Direct Reports:

- Head of Investment
- Commercial Development Manager
- Marketing & Communications Manager



# Responsibilities cont.

## Budget/accountability:

Responsible for managing an annual operating budget and a team of nine in 2025. Formal reporting at quarterly board meetings and abbreviated monthly reporting to Marketing Derby Board Members. Participation in board subcommittees as required. Regular ad hoc communication with the Chair of the Board.

## Terms of appointment:

This role is primarily office-based in central Derby with regular travel nationally and occasionally internationally.

## Commitment to Diversity, Equality and Inclusion:

We are committed to building a diverse and inclusive workplace where everyone can thrive. We strongly encourage applications from candidates of all backgrounds, including those from underrepresented groups and candidates with disabilities.

# How to apply

Thank you for your interest in this position.

To apply, you should prepare:

A letter of application outlining why you are applying and how your experience in the three areas outlined below demonstrates your suitability for this role:

- Senior leadership in a dynamic business environment;
- Innovative, entrepreneurial approach and commercial acumen;
- Exceptional stakeholder management skills demonstrating political savvy, particularly in navigating public-private partnerships.

Please also include your current salary and salary expectations for the role, and an up-to-date CV with your full career history, no longer than three pages please.

Please submit this to [recruitment@marketingderby.co.uk](mailto:recruitment@marketingderby.co.uk)

## Timescales

- The closing date for applications is **3pm on Friday 17th October 2025**.
- Shortlisted candidates will be notified by the close of business on **Friday 31st October**.
- Initial interviews will take place in the week commencing **10th November**.
- The final interview process will be held in the week commencing **24th November**.
- All sessions will be face-to-face in Derby.

Any questions on the role can be addressed via email to [john.forkin@marketingderby.co.uk](mailto:john.forkin@marketingderby.co.uk)