

# **Business Development Director Applicant Pack**

BDD/26

Closing date for applications: 12 noon BST Wednesday 17  
June 2026

**Invest NI is an Equal Opportunities Employer. At this time, we particularly welcome applications from people with disabilities, and minority ethnic groups.**

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## **About Invest Northern Ireland**

Invest Northern Ireland (Invest NI) is the economic development agency for Northern Ireland (NI) and is responsible for encouraging and supporting the establishment and growth of business enterprises and especially those with the potential to export. The agency is also responsible for promoting NI for Foreign Direct Investment (FDI). The organisation employs 650 staff, has an annual gross expenditure budget of approximately £150 million and manages a total client portfolio of more than 3000 companies. As a global organisation with a Head Office in Belfast and a regional presence across Northern Ireland, we also have offices in 29 locations outside Northern Ireland covering the Americas, Europe, Middle East, Africa and Asia-Pacific.

Invest NI has just completed Year One of Our Future in Focus [Invest NI Business Strategy 2024-2027 \(PDF\)](#) which sets out ambitious targets structured around the following priorities: boosting business investment, accelerating innovation and skills, driving global ambition, developing and achieving sustainability, maximising City & Growth Deals and promoting places and partnerships.

Invest NI is a Non-Departmental Public Body (NDPB) of the **Department for the Economy (DfE)**. A critical role for Invest NI is to deliver DfE's **Economic Vision**, the new **Business Strategy**, the **City & Growth Deals** and the recommendations of the **Independent Review of Invest NI**. For more information about Invest NI please visit our website, [www.investni.com](http://www.investni.com).

### **Our Vision**

Our Vision to drive our long-term strategic response is:

*“Invest NI is recognised as a leading economic development agency, instrumental in driving a globally competitive, regionally balanced, sustainable and prosperous Northern Ireland economy through unlocking the potential of businesses across the region”.*

### **Our Values**

Our Values are at the heart of everything we do. They define how we operate, behave, and interact on a daily basis. Our core values are:



## **Our Mission**

Our Vision has been allied with our Mission Statement. Our mission statement defines the purpose and goals of the organisation. These are:

*“To work with businesses to accelerate their growth by increasing external sales and innovation, creating good quality jobs, boosting productivity and skills, growing inward investment and reducing carbon emissions. “*

## **The Clients and Global Markets Group**

The Clients and Global Markets Group leads Invest NI's engagement with the organisation's portfolio of domestically and internationally owned clients operating in priority sectors for the NI economy including Advanced Manufacturing & Engineering, Life & Health Sciences, Agri-Food & Drink, Digital ICT and Financial & Professional Services.

The Group's expertise spans client management, trade & investment support and sector development delivered through its teams in Northern Ireland and across the Invest NI global network in GB/Europe, IMEA, APAC and the Americas. Levering these capabilities and drawing on the organisation's suite of interventions, the Clients & Global Markets Group is focussed on stimulating business investment, driving productivity, accelerating export growth, enhancing competitiveness and attracting mobile foreign-direct investment.

## **The GB & Europe Team**

The GB & Europe Team has responsibility for promoting Northern Ireland and marketing it as a first-choice inward investment location for Foreign Direct Investment (FDI) projects. It is also responsible for promoting exports to this region (Great Britain, Republic of Ireland and mainland Europe), focusing on a number of sectors including agri-food, construction, aerospace, materials handling and renewables.

Currently, the Europe office network covers the following locations:

London;  
Belfast;  
Brussels;  
Copenhagen;  
Dusseldorf;  
Dublin;  
Madrid;  
Milan;  
Paris.

Invest NI overseas offices include Business Development teams focused on encouraging trade and attracting investment to Northern Ireland. They are augmented by teams of Northern Ireland based representatives and advisors, who work as team for the benefit of investors and exporters.

## **Overview of the Business Development Director Role**

Join a dynamic team that is growing a regional economy by building relationships with the fastest growing companies in London and throughout Great Britain. As the economic development agency for the government of Northern Ireland, Invest Northern Ireland ('Invest NI') is driving the transformation of the region into an innovative, competitive and knowledge-based economy.

We are looking for someone who wants to make a difference, has a passion for what makes companies tick, and is excited to work with some of the most innovative & high-growth companies in the world.

As our Business Development Director, you will be one of the front faces of Invest NI, speaking to fast growing firms and major corporates to help us meet our investment goals. You will be expected to lead on our sponsored events, be the main point of contact for companies assessing Northern Ireland and effectively present our proposition to customers and stakeholders alike. Ultimately you will deliver investment into Northern Ireland to create high quality jobs.

To build on our growing success, we are seeking an experienced and successful business development professional with a strong track record of identifying and closing large, complex deals from our location in London. This position is a great fit for a hunter/closer with strong business acumen and a successful track record of solution selling to C-level executives. If you have knowledge of Northern Ireland and what makes us tick, that is an advantage.

### **Business Development Director GB & Europe Team**

#### **Application deadline**

Wednesday 17 June at 12 noon BST

#### **Grade**

Deputy Principal (DP)

#### **Salary**

The salary range for this position is £47,304 - £49,515 per annum. The entry point for the successful candidate will be at the minimum of the range. Additional location based allowances may also be available. This will be discussed further at offer stage.

**Contract Type**

Full-time, permanent. The successful appointee will be subject to a 9-month probationary period. At the end of this period, subject to satisfactory performance and attendance they will be confirmed in post. If their performance, conduct or attendance during this period is not satisfactory the appointment may be terminated.

This competition will also be used to create a reserve list to fill any permanent and temporary vacancies requiring the same skill set which may arise in the 12 months following the competition.

**Start Date**

As soon as possible (depending on notice period).

**Location**

The post will be based at Invest NI's Northern Ireland Hub in London.

**Main purpose of the job**

Reporting to the Head of GB Investment, the post holder will engage with senior leaders and project influencers to attract Inward Investment (FDI) to Northern Ireland from companies located in Great Britain.

You will work closely with a team of Business Development Managers who secure appointments with prospective clients, as well as attending events within your market to represent Invest NI. BDDs manage a pipeline of opportunities from initial targeting, through to appointment of an Investment Manager who guides the client through to an offer of support and draw down of incentives.

**Key Responsibilities include:**

- Deliver and support Investment targets, including 600 jobs of which 360 are above the Private Sector Medium salary (PSM), inward visits to NI and overall management and support of the Investment process.
- Build strong, positive, enduring client relationships with C-Level executives and key influencers to understand the decision-making process at each opportunity, leveraging these relationships to close deals.
- Ensure that our clients receive the highest level of sales and operational customer service.
- Provide information and insights on Northern Ireland to help a company make an informed decision about its fit with the region.
- Work in collaboration with a dynamic international investment and trade team of professionals responsible for promoting, advancing, and strengthening Northern Ireland opportunities with Great Britain and Europe.

- Maximise productive Partner & Stakeholder engagement to deliver inward investment, including business associations, Diaspora, UK government departments and executive groups.
- Manage and monitor allocated budget in line with agreed financial protocols, demonstrating effectiveness and value for money.

This list is not exhaustive, and the successful applicant will be required to perform additional duties as allocated by management.

## Selection Process

### i) Selection Criteria

To be considered for the role, applicants must be able to demonstrate, by the closing date for applications, how they meet the following essential criteria, **using specific examples**.

<b>Essential Criteria</b>		
The following are <b>ESSENTIAL</b> criteria which will initially be measured at shortlisting stage although may also be further explored during the interview/selection stage. You should therefore make it clear on your application how you meet these criteria. Failure to do so may result in you not being shortlisted. The stage in the process when the criteria wmay be measured is stated below		
<b>Criteria</b>		<b>Method of Assessment</b>
Experience & Knowledge	A proven track record of successfully delivering against ambitious sales targets with experience in selling complex sales solutions;	Application form/Assessment /Interview
	Recent experience of account planning and defining sales generation strategies for target markets, including experience of prospecting to generate leads;	Application Form/Assessment/ Interview
	Significant recent experience in developing relationships with clients, stakeholders and influencers at C level;	Assessment/ Interview
	An understanding of UK business drivers, competitive edge and the business environment in Northern Ireland;	Assessment/ Interview
Skills	Ability to identify opportunity and articulate how Northern Ireland can be a fit for a company's international growth ambition;	Assessment/ Interview
	Strong interpersonal skills, with the ability to work efficiently and independently as part of a remote team towards shared goals;	Assessment/ Interview
	Strong written and oral communication skills; including demonstrated experience of providing strategic advice, briefings and written reports to management, resulting in the ability to influence others and present with a high degree of comfort and credibility.	Assessment/ Interview

### ii) Shortlisting

A shortlist of candidates for assessment and interview will be prepared on the basis of the information contained in the application form.

**Responses in your application form should refer to specific examples that demonstrate how and to what extent you satisfy the essential criteria outlined.** Only those applicants who, from the information supplied on the application form, most closely match the selection criteria for the post will be shortlisted.

***Application forms which do not provide the necessary detailed information in relation to the knowledge, skills and criterion required will be rejected.***

### **iii) Interview and Assessment**

Shortlisted candidates will be invited to the next stage of the selection process which will include an interview and assessment, scheduled to be held at the end of June/beginning of July,

The selection panel will assess applicants against the interview and assessment criteria as appropriate. The panel's decision at every stage of the selection process is final.

### **iv) Application Forms**

**Completed applications, demonstrating the experience and skills sought, must be submitted to the Monitoring Officer by the specified closing date.**

All applications for employment are considered strictly on the basis of merit.

To ensure equality of opportunity for all applicants:

- Only completed applications on the application form will be accepted. CVs or any other supplementary material in addition to completed application forms will not be accepted.
- Applicants must complete the application form in Arial size 10 font, or block capitals using black ink.
- The space available on the application form is the same for all applicants and must not be altered or re-formatted and applicants must not exceed the space provided.
- Applicants submitting their completed application form electronically must ensure that it is sent via email as an attachment (either as a PDF or Microsoft Word document only). Forms sent via any other online method or converted into any other digital format, or which Invest NI deems unsafe to open, will not be accepted.
- Applications which are received after the closing date and time will not be accepted.
- Applicants should ensure they provide evidence of their experience on their application form, giving length of experience, examples and dates as required.

- It is not sufficient to simply list your duties and responsibilities. Invest NI will not make assumptions from the title of your post as to the skills and experience gained. It is vital that you highlight your specific role and contribution by using actual examples to illustrate your experience against the selection criteria.

## **v) Appointment**

If successful, you will be expected to take up the position as soon as possible. Should you decline an offer of appointment, you may not be offered any future posts to be filled from this competition.

- **References**

Your appointment is subject to receipt of two satisfactory references.

- **Before Starting**

Prior to taking up your duties, you will be asked to accept the main terms of your appointment in writing.

- **Eligibility to Work in the UK**

All applicants must be legally able to work and reside in the country of the vacancy with the correct visa/work permit status or demonstrate eligibility to obtain the relevant permit. Any costs related to obtaining or renewing permits and visas are the responsibility of the successful applicant.

- **Vetting Requirements**

Your appointment is also subject to a background check. Invest NI will organise a Criminal Record Check on successful candidates to be carried out by AccessNI. The category of AccessNI check required for this post is Basic Disclosure Certificate. You should not put off applying for a post because you have a conviction, and any disclosure will be seen in the context of the job role, the nature of the offence and the responsibility for the care of existing clients and employees. We deal with all criminal record information in a confidential manner and in accordance with our Privacy Standard. Information relating to convictions is destroyed after a decision is made.

More information can be found on <http://www.accessni.gov.uk/>. If you are being considered for appointment, you will be asked to complete the AccessNI application form for a Basic Disclosure Certificate. Please note that a request to complete this form should not be seen as a guarantee of an offer of appointment. Failure to complete the application form and return it within the specified time will be regarded as 'no longer interested in the position' and your application will be withdrawn.

Criminal Record information is subject to the provisions of the Rehabilitation of Offenders (NI) Order 1978. A copy of Invest NI's Policy on the Recruitment of Ex-Offenders is available upon request.

## **Canvassing**

Canvassing in any form is not allowed at any stage of the process.

## Benefits of employment

Invest NI is committed to creating a better workplace for its staff. Working for Invest NI brings a range of benefits that you can take advantage of.

### Pension

We offer all employees access to an attractive pension scheme. Full details can be found on the Principal Civil Service Pensions Scheme (Northern Ireland) website at <https://www.finance-ni.gov.uk/landing-pages/civil-service-pensions-ni>.

### Holidays

25 days per annum, increasing to 30 days after 5 years, with an additional 12 Public and Privilege holidays. The leave year runs from 1st February to 31st January. Leave entitlement in the period prior to the start of the new leave year is calculated on a pro-rata basis.

### Flexible Working Hours

The standard working hours are 37 per week, Monday to Friday. Employees will be required from time to time to work outside normal working hours to fulfil the demands of the role. Invest NI operates a flexible working scheme. Staff may work flexibly from 7.00am (7.30am when working at HQ) to 7.00pm with a minimum of half an hour for lunch. At management discretion and without adversely affecting the overall efficiency of Invest NI, staff who have built up enough hours each month can take up to a maximum of 3 flexible working days.

### Family

Family-friendly policies are essential for supporting employees with caregiving responsibilities and promoting work-life balance.

### Remote Working

We offer hybrid working for most roles with a combination of in-office and remote work, offering greater flexibility.

### Wellness and Inclusion

We have a variety of vibrant Employee Connection Groups as part of our commitment to Diversity & Inclusion including The Professional Women's Network and LGBTQ+.

Invest NI promotes positive health and wellbeing through regular events and initiatives throughout the year with access to wellness programs that support mental and physical well-being.

Counselling and support for employees via an **Employee Assistance Program (EAP)** and access to a Welfare Support Service providing an individual and confidential service to staff and managers at all levels.

### Community

A Sports and Social Committee organise events for Invest NI staff and their guests.

Our Corporate Charity until April 2028 is **NI Cancer Fund for Children**. You can get involved in events and initiatives to help raise money to support our charity partner.

### **Learning and Development**

Invest NI is committed to supporting staff to reach their full potential. We actively develop staff and invest significantly in training and development for business success and personal growth. This includes on-the-job training, external training and, where appropriate, further education.

## **Additional Information**

### **Travel**

It is not Invest NI's policy to pay travel expenses to any candidate attending interview unless their journey is from outside the country in which the position is based. For these candidates, expenses will be payable only for flight or ferry crossings to a maximum of £100, on presentation of valid receipts, and only for attendance at final interviews.

**No accommodation or relocation expenses are payable in connection with this position**

### **Conflicts of Interest**

Applicants must note the requirement to declare areas of actual, potential or perceived conflict with the interests of Invest NI. You will be required to make such declarations upon offer of employment and annually thereafter for Invest NI's consideration. You will be required to abide by the rules adopted by Invest NI in relation to private interest and possible conflict with public duty; the disclosure of official information; and political activities.

### **No Smoking Policy**

Invest NI operates a no smoking policy in all its offices.

### **Interview Guidance**

Interview guidance is available by clicking the link below:

[invest-northern-ireland-Interview-guidance.pdf \(investni.com\)](#)

### **Data Protection**

The Invest NI Privacy Notice is available at:

[Invest Northern Ireland - Privacy Notice for Job Applicants \(PDF\) \(investni.com\)](#)

## Equality of Opportunity

We are an Equal Opportunities Employer. We do not discriminate against our job applicants or employees, and we aim to select the best person for the job. To help ensure that we are meeting our Equality of Opportunity obligations, we monitor the **community background and sex of our job applicants and employees** in order to demonstrate our commitment to promoting equality of opportunity in employment and to comply with our duties under the Fair Employment & Treatment (NI) Order 1998.

Regardless of whether they actually practice religion, most people in Northern Ireland are perceived to be members of either the Protestant or Roman Catholic communities. On the form you will be asked to indicate the community to which you belong to. If you do not answer the question about Community Background, or if you tick the “not a member of either” box, we are required by the Fair Employment & Treatment (NI) Order 1998 to use the residuary method of making a determination which means that we can make a determination as to your community background on the basis of the personal information supplied by you in your application form/personnel file.

Your answers will be used by us to prepare and submit a monitoring return to the Equality Commission, but your identity will be kept anonymous. In all other regards your answers will be treated with the strictest confidence. We assure you that your answers will not be used by us to make any decisions affecting you, whether in a recruitment exercise or during the course of any employment with us.

We also ask you to provide additional data about yourself which we use to help us assess whether any of our policies, procedures or activities are operating to the detriment of any particular grouping within our diverse society.

Whilst you are not obliged to answer the questions on the Monitoring Form and you will not suffer any penalty if you choose not to do so, we encourage you to answer the questions. **Whether or not you choose to complete it, the Monitoring Form included with your application form is regarded as part of your application and should be returned.** If you answer the questionnaire you are obliged to do so truthfully as it is a criminal offence under the Fair Employment (Monitoring) Regulations (NI) 1999 to knowingly give false answers to these questions.

The monitoring form will not be available to the selection panel. It will be separated from the application form by the monitoring officer and transferred to a computer-based monitoring system. There it will be protected, access restricted and used strictly in line with our Privacy Notice.

You can read our Equal Opportunity Statement by clicking on the link below:  
[Equality of Opportunity.pdf \(investni.com\)](#)