



Job Description

Job Title:	Geospatial Cartographer
Directorate/Team:	Data Insight – Technology and Insight
Location:	16 Summer Lane
Responsible to:	Principal GIS Analyst
Responsible for:	0
Key working relationships: (internal)	Data Insight Service, Transport for West Midlands (TfWM) and West Midlands Combined Authority (WMCA) teams,
Key working relationships: (external)	West Midlands Local Authorities

Purpose of the Post

The role will be responsible for delivering digital and printed user-centric maps, along with undertaking geospatial analysis and providing insight to for TfWM, WMCA and its external partners. You will help to deliver the best-in-class spatial analytics that supports the public sector lifecycle from strategy and policy, business case development, delivery, operations and monitoring and evaluation. The role's purpose is to help communicate ideas and knowledge, and to engage people using geospatial data, using a variety of output mediums – both digital and printed.

The role will utilise a variety of graphic design tools, techniques and methods to ensure that a range of data sources can be utilised by broad range of users both internally within TfWM and WMCA, local authorities, partners and the public.

Accountabilities

- Designing cartographical outputs for a range of stakeholders, as well as supporting the GIS team with geospatial analysis.
- Creating geographic and schematic mapping to help operational partners' planning and decision making.

Responsibilities

Strategic

- Delivering geospatial analysis to stakeholders using a variety of GIS software packages.
- Work flexibly and with integrity to meet the needs of the WMCA and the Data Insight Service.

People

- Responding efficiently to requests for data from colleagues, partners (both internal and external) and stakeholders as appropriate.
- Liaise with clients and stakeholders to understand mapping requirements and translate lay requirements into a technical specification and/or graphical themes.
- Communicate ideas and knowledge through choice of visual representation in map formats both on and offline so that the intended audience is engaged and can easily understand what is being communicated
- Represent the WMCA in a professional manner.

Operational
<ul style="list-style-type: none"> Generating a variety of specific, presentation-quality maps for inclusion on websites, meetings and reports using both GIS packages and Adobe Creative Suite. Developing interactive maps and apps for a range of stakeholders using online and desktop GIS packages. Creating geographic and schematic mapping to help users navigate local areas and transport systems (wayfinding). Ensure that maps are accessible: they meet WCAG 2.1 AA accessibility regulations for digital mapping and RNIB best practice for physical mapping and wayfinding. Research and determine what data should be represented on maps and how best to do so to achieve the intended communication including scale and symbology. Analyse spatial data and evaluate sources for accuracy and relevance for the intended client outcomes. Follow data management processes to maintain geospatial data within our data environment. Ensure accuracy and quality control of final map products. Ensure outputs comply with WMCA brand guidelines.
Financial
<ul style="list-style-type: none"> Ensure Value for Money and follows the appropriate governance processes for dealing with any financial activities.
Other
<ul style="list-style-type: none"> Undertaking such tasks as may reasonably be expected, commensurate with the scope and level of the role.

Person Specification					
Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	E	D	A*	I*	T*
Experience creating maps for different purposes and users.	X		X	X	X
Experience creating maps that meet the latest accessibility standards.	X		X	X	X
Experience with using the latest design industry software (e.g. Adobe Illustrator, InDesign, Photoshop).	X		X	X	X
Experience using ArcGIS Pro for data analysis and visualisation.	X		X	X	
Experience with ESRI suite including ArcGIS Enterprise and ArcGIS Online.		X	X	X	
Experience of working within public sector organisations.		X	X	X	
Skills / Knowledge	E	D	A*	I*	T*
High level of accuracy and attention to detail.	X		X	X	
Ability to design maps that are intuitive for users and follow best practice graphic design principles.	X		X	X	
Ability to interact with internal and external partners in a diplomatic and professional manner.	X		X	X	
Evidence of working as a member of a team to ensure shared goals are achieved.	X		X	X	
Ability to prioritise own workload effectively, organise the project-based priorities and work to tight deadlines.	X		X	X	
Evidence of and desire for continuous learning and improvement	X		X	X	
Qualification / Education / Training	E	D	A*	I*	T*
Level 3 Qualifications in Geography, Computer Science, Data Science, Maths or related fields OR equivalent experience.		X	X		

Portfolio that demonstrates public facing cartography experience aligned to the experience and skills identified above.		X	X	X	X
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***Key:** A = Application, I = Interview, T = Testing/Assessment

Core Expectations	
Health, Safety & Wellbeing	All employees have a duty to take reasonable care for the health, safety, and wellbeing of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
Equality & Diversity	Promote and champion equality and diversity in all aspects of the role.
Learning & Development	Participate in and take responsibility of any learning and development required to carry out this role effectively.
Performance Management	Actively engage in the performance management process and take responsibility for managing performance outcomes.
GDPR	Ensure the reasonable and proportionate protection, processing, sharing, and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.
Adherence to Policies	Be aware of and comply with all organisation policies.
Other	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

Values		
Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.		
Value	Competency	Behaviour
Collaborative	Team Focussed	Works as part of team, managing and leading.
	Service Driven	Customer, resident, and partner focussed.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

Additional Post Requirements									
Essential Car User		Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

Job Evaluation Details			
Date Evaluation Agreed	JEP Reference	Grade	Job Family