

## Job Description

**Post Title:** Public Liaison Officer

**Directorate:** Communications

**Reports to:** Strategic Communications & Engagement Manager

**Direct Reports:** 0

**Key Relationships:** Communications colleagues. Contractor based liaison personnel. Members of the public. Local Councillors.

### Role Purpose

We're building a better connected, more prosperous, fairer, greener, and healthier West Midlands and engaging with the people we serve, and our partners, is vital to deliver change for the better. Part of this is to deliver transport projects for the West Midlands, including Rail, Metro, Sprint, Cross City and a new transport interchange for Dudley.

Reporting to the Strategic Communications Manager for Community Engagement, you will be a consistent front-line presence, working closely with our contractor teams to respond quickly to issues arising from construction covering a number of delivery projects and supporting colleagues in the wider communications and engagement team as required.

### Responsibilities

- Develop and deliver a community liaison function for all delivery directorate projects reporting directly to the Strategic Communications and Engagement Manager.
- Part of the wider engagement team but working closely with delivery colleagues to understand possible impacts, responding and reporting proactively before issues arise.
- Lead in communicating activities with local stakeholders including, local businesses, road users, residents and the wider public.
- Act as the first point of client contact for any stakeholder concerns or issues that may arise or may be escalated from the project or contractor teams.
- Liaise with local authorities and their engagement leads at regular meetings.
- Be advocates for local communities and stakeholders.
- Organise and attend community events, such as regular drop-ins with local communities.
- Communicate updates on impacts to residents and stakeholders by sending out newsletters or notifications detailing forthcoming works ensuring adherence to corporate style and best practice.

- Engage with local communities to arrange activities, such as schools for example, liaising with project teams to inform of social value opportunities and to enable the delivery of relevant social value targets.
- Support the wider engagement team with the delivery of community and stakeholder engagement activities.
- Attend any meetings of the delivery project teams as required.
- This role is focused on engagement around key delivery projects, therefore there will be a requirement to be on site most days (with locations around the region).

## Person Specification

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>		<b>Assessment Method</b>			
<b>Experience</b>	<b>E</b>	<b>D</b>	<b>App*</b>	<b>Int**</b>	<b>Other***</b>
Prior experience in a liaison role	x				
Prior experience in a construction setting		x			
Working with internal and external partners and stakeholders		x			
Experience of dealing with members of the public	x				
Experience of engaging with local Councillors		x			
Experience of working under pressure with ability to stay calm in pressure situations.	X				
Understanding of how local media operate		x			

<b>Skills/Knowledge/Abilities</b>	<b>E</b>	<b>D</b>	<b>App</b>	<b>Int</b>	<b>Other</b>
Excellent communicator	x				
A good team player able to build strong relationships.	x				
Positive attitude to working with people and delivering outcomes	x				
Capable of empathising and a good listener	x				
Self-motivated and able to work with minimal supervision.	x				
An understanding of communicating across different channels and to different audiences	x				
Excellent written skills	x				
Ability to organise, prioritise and deliver a demanding workload	x				
A flexible approach and the ability to work effectively in a range of situations and with a diverse range of people	x				
Enthusiasm and a high degree of initiative and motivation	x				

\* Application

\*\* Interview

\*\*\* Details will be shared at interview stage

## Core Expectations

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 Focused	Works as part of team, managing and leading.
	Service Driven	Customer, resident and partner focused.
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.

## Health and Safety

All employees have a duty to take reasonable care for the health and safety 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 and safety.

## Equality and Diversity

To promote and champion equality and diversity in all aspects of the role

## Learning and Development

To participate in and take responsibility of any learning and development required to carry out this role effectively.

## Performance Management

To actively engage in the performance management process and take responsibility for managing performance outcomes.

## GDPR (General Data Protection Regulation)

To 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.

## Other

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis