



Job Description

Job Title:	Engagement Officer – Bus Franchising
Directorate/Team:	Communications
Location:	West Midlands Combined Authority, Summer Lane, Birmingham
Responsible to:	Senior Engagement Officer – Bus Franchising
Responsible for:	tbc
Key working relationships: (internal)	Managers, Heads of, Communications and Engagement colleagues.
Key working relationships: (external)	Residents / communities, third sector organisations, local authorities, elected members, disability and accessibility groups, business representative organisations, transport user groups and other franchising stakeholders.

Purpose of the Post

Our Engagement Team leads the development of effective engagement activities, including collaborative engagement and formal consultations for the West Midlands Combined Authority (WMCA) and Transport for the West Midlands (TfWM).

This key role will focus on delivering effective community and stakeholder engagement to promote, raise awareness, and deliver critical messages as we implement our bus franchising programme, which is aligned to our wider Transport Strategy and principles. You will work with the Senior Engagement Officer and engagement and communications colleagues to develop and deliver an engagement and consultation approach that incorporates best practice for the organisation. This will include collaborative engagement to raise awareness of the franchising programme and allow local communities to be part of the decision-making process.

Accountabilities

- Support the development and implementation of the engagement and consultation strategy for the bus franchising programme
- Develop and deliver individual engagement plans for specific activities
- Develop and deliver tailored consultation plans
- Produce and publish regular engagement and consultation plans and reports
- Monitor and evaluate consultation and engagement success, driving continuous improvement
- Deliver engagement activities that increase awareness, understanding and participation in franchising-related consultations and engagement.

Responsibilities

Strategic

- Support the development of the programme-wide engagement strategy
- Embed innovative and best practice approaches to engagement across the West Midlands
- Strengthen community voice, insight, and influence through effective design
- Contribute to continuous improvement and organisational learning in engagement
- Research best practice and trends in consultation and engagement
- Provide engagement advice to colleagues

People

- Develop and maintain relationships with key stakeholders and partners
- Foster a creative and inclusive team environment to encourage new ideas

• Enable colleagues to deliver meaningful and effective public engagement • Work collaboratively with teams to deliver high-quality events • Act as an ambassador for the Bus Franchising Programme at public meetings, exhibitions and stakeholder events.
Operational
• Plan and deliver engagement and consultation activities • Coordinate with internal teams to deliver events and engagement initiatives • Maintain accurate stakeholder data and CRM processes • Implement engagement and consultation plans effectively • Ensure appropriate channels and methods are used to reach target audiences • Ensure efficient record-keeping of stakeholder data with CRM and digital teams • Support the implementation of innovative and effective engagement approaches • Support consultation analysis, reporting and insight gathering activities. • Monitor stakeholder sentiment and identify emerging issues and opportunities.
Financial
• Support cost-effective delivery of engagement and consultation activities • Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.
Other
• Represent the WMCA in a professional manner. • Undertake 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
Substantial experience of working in a communications and engagement role	x		X	X	
Prior experience of stakeholder management, preferably in the public sector		X	X		
Track record of successfully developing and delivery long-term engagement strategies and consultation programmes with demonstrable impact	X	x			
Track record of evaluating engagement performance and implementing continuous improvement		x		X	
An understanding of using data to inform engagement campaigns	x		X		
Experience of engaging with high profile and influential stakeholders	x		X	X	
Experience of working with community groups and community organisations	x		X		
Experience of engagement work in the public sector	x		X		
Experience of working in a political organisation		x	X		
Experience of a digital first approach to public and stakeholder engagement		x	X	X	
Experience of managing people within a small team	x		X	X	
Skills / Knowledge	E	D	A	I	T
Excellent communication skills both written and verbal	x		X	X	
A good team player able to build strong relationships.	x				

Positive attitude to working with people and delivering outcomes	x				
Good relationship building skills	x				
Self-motivated and able to work with minimal supervision.	x				
An understanding of communicating across different channels and to different audiences	x		X	X	
Ability to think creatively and innovatively	x			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				
Ability to understand a wide range of complex issues		x			
Knowledge of current consultation standards and emerging trends		x			
Ability to work with a high degree of autonomy, confidentiality, and diplomacy along with the ability to challenge and influence	x				
Have an understanding of data management		x	X		
Qualification / Education / Training	E	D	A	I	T
Degree level or equivalent		X	X		
Possession of an appropriate, professional qualification		X	X		

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 ☐	No ☒	Yes ☒	No ☐	Basic ☐	Standard ☐	Enhanced ☐	None ☐	Yes ☐	No ☒

Job Evaluation Details			
Date Evaluation Agreed	Job Family	Level/Grade	JEP Reference