

Job Description

Job Title:	Senior Fleet Manager
Directorate/Team:	Commercial (TfWM)
Location:	16 Summer Lane or other site/location
Responsible to:	Head of Commercial Fleet Strategy
Responsible for:	Matrix team members and contingent workers
Key working relationships: (internal)	TfWM and Franchise programme team, Energy Capital, Delivery Directorate, WMCA Policy and Strategy
Key working relationships: (external)	Local Authorities and Local Councillors, Transport Operators, Community & Business Representatives, Commercial Partners, Customers and Residents, DfT

Purpose of the Post

To provide strategic and operational leadership for the specification, procurement, mobilisation, operation and lifecycle management of the franchised bus fleet, ensuring readiness for the transition to franchising and sustainable long-term service delivery.

The role is critical to ensuring fleet availability, safety, value for money and decarbonisation outcomes, while integrating engineering, operational and commercial considerations across multiple operators and depots. A particular focus will be the transition to zero-emission vehicles (ZEVs), including electric buses and associated charging infrastructure.

Accountabilities

- Ownership and delivery of the fleet strategy and delivery plan in line with the wider franchising requirements and programme for each of the contract tranches and beyond.
- Ensure the legacy fleet is transferred from incumbent operators in line with the franchising programme with appropriate protections for asset condition and value.
- Development and delivery of the fleet refurbishment regime aligning to customer and brand requirements and financial constraints.
- Acquisition of new vehicles in line with the franchising programme and long-term fleet strategy, developing specifications that align with customer commitments and operational requirements
- Electrification of depots in line with the fleet renewal plan with delivery models that provide timely, cost efficient and robust outcomes.
- Development and implementation of the operating model for fleet that ensures the fleet is deployed and maintained in line with commercial contracts, statutory requirements and customer needs.
- Development of the approach to asset management for fleet and associated assets which provides life-cycle security through a data-driven approach to monitoring and compliance.
- Identification and management of fleet-related commercial, operational and safety risks across the franchised network.
- Designated 'budget holder' with overall accountability for a revenue and/or capital budget or a group of budgets. (delete if not applicable).

Responsibilities

Strategic

- Support the Head of Commercial Fleet Strategy in the delivery of the franchised bus fleet and ongoing life-cycle management of these assets. - Contribute to the development of the long-term fleet strategy under franchising, ensuring ongoing alignment to bus decarbonisation, customer and safety commitments. - Define fleet requirements, standards and specifications for franchised contracts, ensuring consistency, reliability and passenger-focused outcomes and contractual enforceability. - Monitor emerging technologies and policy developments to future-proof fleet and infrastructure decisions. - Work flexibly and with integrity to meet the needs of the WMCA and the Commercial (Bus and Operations) function.
People
- Work collaboratively with operators, Original Equipment Manufacturers and the wider supply chain in the delivery and ongoing management of the franchised bus fleet. - Provide expert advice to senior officers, elected members and partner organisations on fleet related issues and investment decisions. - Provide functional leadership and direction to matrixed internal resources, consultants and contingent workers. - Represent the Combined Authority in regional and national forums relating to bus fleets, decarbonisation and franchising.
Operational
- Work closely with operations teams, operators and depots to ensure fleet availability aligns with service requirements and performance targets. - Support mobilisation of new operators, including fleet transfer, introduction of new vehicles, depot readiness and engineering handovers. - Take overall responsibility for fleet engineering standards, compliance, safety and reliability across the franchised network. - Establish and oversee fleet asset management plans, including whole-life costing, maintenance regimes, mid-life refurbishment and replacement strategies. - Ensure compliance with statutory obligations, DVSA requirements, and best practice engineering and safety standards. - Support in the development of business cases for fleet and infrastructure investment working within the Combined Authority's assurance framework, DfT TAG and Green Book guidelines
Financial
- Support the development of fleet cost forecast and monitoring ongoing budget variations. - Provide commercial input into franchising contracts relating to fleet risk, performance regimes, availability, and residual value. - Advise on fleet procurement activities, including vehicle acquisition models, parts arrangements and warranties. - Manage fleet-related budgets, ensuring value for money and strong financial governance. - 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*

Experience managing large bus or heavy vehicle fleets in multi stakeholder environment.		X	X	X	
Proven experience of leading or contributing to fleet procurement and lifecycle asset management.	X		X	X	
Practical experience of electric buses, charging infrastructure and depot electrification, including delivery challenges and operational impacts.		X	X	X	
Experience working within, or closely with, public sector bodies and an understanding of franchising or contracted transport models.		X	X	X	
Skills / Knowledge	E	D	A*	I*	T*
Technical knowledge of bus engineering, safety and compliance.	X		X	X	
Commercial acumen, including whole life cost analysis and risk management.	X		X	X	
Ability to integrate engineering, operational and commercial priorities into coherent strategies.	X		X	X	
Stakeholder and influencing skills, with the ability to engage constructively with operators and suppliers.	X		X	X	
Programme or project management with the ability to deliver in demanding timescales.	X		X	X	
Knowledge of UK transport decarbonisation policy and funding mechanisms.		X	X	X	
Understanding of public-sector governance, assurance and decision-making frameworks.		X	X	X	
Qualification / Education / Training	E	D	A*	I*	T*
Educated to degree level or able to demonstrate equivalent senior-level experience in a relevant field.	X		X		
Evidence of continued professional development relevant to leadership, fleet, infrastructure, asset management, programme delivery or commercial disciplines.	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.
Matrix Working	Work in a matrix way when required by actively collaborating across traditional boundaries—such as directorates, functions, or geographic areas—to achieve shared goals. Depending on your role, you may contribute to multiple projects or workstreams, often working alongside different teams and leaders.
Business Continuity	All staff should actively participate in business continuity training and exercises when required, ensuring they understand and follow business continuity plans and procedures to maintain organisational resilience during disruptions.

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.
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Values

Collaborative	We work as one organisation, building trust, connection and shared purpose across teams and partners to create the biggest impact for our region.
Inclusive	Every voice matters – we create belonging, fairness and psychological safety so everyone can thrive.
Innovative	We think future and act smarter – embracing curiosity, creativity and continuous improvement to shape the future.
Driven	Focused on impact – leading with clarity, care and courage to deliver meaningful results for the West Midlands.

Our culture is built on collective leadership, where everyone plays a part in shaping how we work and succeed together. Guided by our values, we create an environment where people feel valued, supported and able to contribute their best. Through behaviours grounded in clarity, care and courage, as set out in our Leadership Statement we are making the West Midlands Combined Authority the best place to work and belong.

Additional Post Requirements

Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes ☐	No ☒	Basic ☐	Standard ☐	Enhanced ☐	None ☒	Yes ☐	No ☒

Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family
	JEP829		
Position Reference			