West Midlands Combined Authority

Job Description	
Job Title:	Support Officer – Customer Intelligence Team
Directorate/Team:	Integrated Transport Services
Location:	16 Summer Lane or other site/location
Responsible to:	
Responsible for:	0
Key working relationships: (internal)	Human Intelligence Team
Key working relationships: (external)	Local Authorities, Rail, Bus and Metro operators

Purpose of the Post

Reporting directly to the Customer Intelligence Manager you will be responsible for administrative and operational support for quantitative marker research surveys undertaken by the Customer Intelligence Team. This primarily includes, but is not limited to, the construction, selection and allocation of duties. The maintenance of bespoke software programs for the efficient and effective collection of data on electronic data capture devices. The processing, monitoring and preliminary analysis of all data captured to ensure that fieldwork operations are on time, to budget and to the client's specifications..

Accountabilities

- Accountable for the accurate processing, quality checking, monitoring and preliminary analysis of all captured survey data to support fieldwork delivery on time, within agreed budgets and to clients' specifications.
- Efficient planning, scheduling and allocation of survey duties and resources
- The maintenance of reliable data collection systems, equipment and records; and the provision of clear briefings and timely operational support to Data Collectors, colleagues and stakeholders, in accordance with relevant research, data protection, health and safety and governance requirements.

Responsibilities

Strategic

- Contribute to efficient and effective data collection planning, ensuring delivery meets client quality standards, deadlines, and operational requirements.
- Support continuous improvement of data collection systems, software, and processes to meet evolving survey and business needs. Ensure Customer Intelligence field staff have suitable received training and briefing o their data collection tasks.
- Work flexibly and with integrity to meet the needs of the WMCA and the Integrated Transport Services function.

People

- Allocate duties to Data Collectors, ensuring fairness, wellbeing, and compliance with employment conditions.
- Train, coach, and support Data Collectors in the use of software programs, interviewing techniques and operational delivery.
- Provide supervisory cover and support team performance where required.
- Liaise with internal teams, external agencies, and local authorities to ensure shared understanding of project requirements.
- Act as a first point of contact for queries and provide support to colleagues and stakeholders.

Operational

- Plan, schedule, and manage data collection activities, ensuring compliance with health & safety policies and Working Time Directive requirements.
- Maintain and verify data across local and organisational databases (e.g. timetables, surveys, audits, staff records).
- Conduct site visits and risk assessments to inform delivery planning.
- Produce briefing materials and instructions for survey delivery.
- Monitor progress, adapt to changes, and reallocate duties to minimise disruption and maintain efficiency.
- Process, quality-check, analyse, and present data to clients in line with agreed standards.
- Operate and manage data systems, including development and adaptation of software for survey collection.
- Maintain and manage handheld data capture equipment.
- Attend meetings and provide updates, insights, and expertise to stakeholders.
- Be on-call (rota) to resolve operational issues outside normal hours.

Financial

- Ensure cost efficiency in the allocation of duties and resource planning.
- Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.

Other

- Ensure compliance with Health & Safety policies and relevant regulations.
- Ensure compliance with Market Research Society Code of Conducts and MRS Company Partner accreditation.
- Maintain accurate records for monitoring, reporting, and audit purposes.
- Undertake additional duties as required in line with the role's scope.
- 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***
Extensive knowledge of duty planning and scheduling within a public transport operations environment		X			
Extensive experience of data cleansing, processing, and analysis	X				
Proficiency in Microsoft Excel, Word, Outlook, presentation software such as PowerPoint and Internet browsers. Experience of using and interrogating bespoke questionnaire design/data analysis packages eg Confirmit, SPSS, Survey Monkey, Google Surveys, SNAP a distinct advantage	X				
Experience of project management and processes		X			
Experience of writing clear and accurate reports		X			
Skills / Knowledge	**E**	**D**	**A***	**I***	**T***

Resilient, self-motivated, and able to work with minimal supervision while contributing effectively as part of a team	X				
Effective time management skills and ability to adapt quickly to unforeseen circumstances to meet deadlines	X				
Proactive and creative thinking, including the ability to contribute to strategic direction	X				
Political awareness and ability to manage sensitive situations	X				
Excellent written and verbal communication skills	X				
Strong observational, organisational, and interpersonal skills	X				
Ability to engage with the public tactfully and sensitively	X				
Ability to encourage customer participation in face-to-face research activities	X				
Smart appearance and professional approach with good timekeeping	X				
Strong leadership and supervisory skills		X			
Qualification / Education / Training	**E**	**D**	**A***	**I***	**T***
A Level or equivalent in a relevant subject	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.
Data Protection	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.

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**
		WM24 - WM28	
Position Reference	CA10159, CA10170		