

MIDLANDS CONNECT JOB DESCRIPTION

Post Title	Partner Engagement Officer
Reporting to	External Affairs Manager
Team	Communications & Stakeholder Engagement
Direct Reports	0

ROLE PURPOSE

The Partner Engagement Officer will play a key role in implementing Midlands Connect's Centre of Excellence, our main platform for partner engagement, as part of the wider Communications & Stakeholder Engagement Strategy. The role includes creating compelling and engaging content for the platform, engaging with partner organisations of Midlands Connect and effectively communicating our projects, our Strategic Transport Plan and our ambition is to make the Midlands region fairer, greener and stronger.

ACCOUNTABILITIES

- Support the development and delivery of the Midlands Connect's Centre of Excellence Platform (CoE) as part of the Communications and Stakeholder Engagement strategy.
- Keeping accurate records of CoE activities, producing reports, and providing statistical data for analysis and performance management purposes.
- Ensuring Midlands Connect's corporate style is used consistently when producing material.
- Ensuring that the content of the Midlands Connect's CoE platform is accurate and up to date.
- Work closely with colleagues who are project managers throughout the organization to ensure a tangible CoE output is generated for all projects and also work with consultants to facilitate the delivery of CoE training where appropriate.

RESPONSIBILITIES

- Support the External Affairs Manager to develop and deliver a CoE plan to meet the overall Midlands Connect's business objectives.
- Identify and develop a comprehensive forward plan of Midlands Connect's projects and stakeholder stories, initiatives and campaigns and ensure all content aligns with this.
- Support the activities of the wider communications team, including organising events, liaising with partners and producing webinars, newsletters, videos and documents.
- Develop literature and promotional material ensuring they are distributed effectively.
- Support the governance elements of the CoE working with colleagues to ensure the correct procedures are followed and all partners are aware of their access levels and the terms of use.
- Work with Midlands Connect colleagues to ensure their part of the Sharepoint site is populated and relevant and they are embracing this new way of working.
- Ensure there are various different layers of information for partners, advising them on the resources hosted on CoE platform. This allows a new starter to learn everything they need to know, and an expert to have a deep dive into a topic.
- Ensure there are specific how-to-guides and FAQs for the tools themselves, especially when some elements will be located elsewhere, and partners will need a clear path provided on how to access these.

- Collaborate with other external bodies like other CoE providers, and other STBs to identify opportunities to knowledge share and lead by example in this area.
- Organise and co-ordinate activities to ensure the successful delivery of webinars, events and training sessions.
- Build and manage relationships with partners, STBs and other external bodies to demonstrate the value of our CoE.
- Monitor, evaluate and report all activity, providing feedback and analysis as to effectiveness so to inform and develop future CoE activities.
- Act as an advocate and promoter of the CoE platform both within Midlands Connect and beyond, encouraging others as Midlands Connect continues to be a convener of good practice and a source of valuable tools and resources for partners.
- Engender a supportive and constructive working culture where all colleagues feel empowered to contribute to new and improved ways of working.

PERSONAL SPECIFICATION

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>			Assessment Method		
Experience	E	D	App *	Int **	Other ***
Proven record of experience in managing partner engagement events, delivering communications and content production processes.	x		x		
Experience of developing and communicating messages in complex governance environments.		x	x		
Experienced in the use of sharepoint platforms and managing the aspects of a closed channel and partner communications.	x		x		
Experience of liaising with external stakeholders.	x			x	
Skills/Knowledge/Abilities	E	D	App	Int	Other
Strong communications skills; a proficient writer with impeccable spelling and grammar.	x		x		
Comfortable creating content for a wide variety of purposes and platforms including training, video, webinars, newsletters.	x		x		
Excellent organisational skills with the ability to plan and manage multiple projects and deadlines spanning different teams and departments.		x		x	
Highly organized with the ability to work at a high level of intensity, on own initiative, using judgment and displaying resilience.	x			x	
Good analytical and problem-solving skills.	x			x	
Ability to work to tight deadlines, both alone and as part of a team.	x			x	
Qualifications/ Professional Memberships	E	D	App	Int	Other
Must be educated to a degree level in a relevant subject, have an appropriate professional qualification or have over two years' experience in a news/media environment.	x		x		

* Application

** Interview

*** Details will be shared at interview stage

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 as 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 for 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 Midlands Connect 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 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 Midlands Connect Partnership area on a regular basis.