



Job Description

Job Title:	Engagement Officer
Directorate/Team:	Communications
Location:	West Midlands Combined Authority, Summer Lane, Birmingham
Responsible to:	Senior Engagement Officer
Responsible for:	Engagement Executive x2
Key working relationships: (internal)	Managers, Heads of, Communications and Engagement colleagues.
Key working relationships: (external)	Residents / communities, third sector organisations and external stakeholders

Purpose of the Post

At the WMCA, we believe that a high-performing organisation, and values driven culture is essential for our people, our partners, our place and to achieve our purpose. Together we are making the West Midlands the best place to live, work and visit. Engaging with the people we serve, and our partners, is vital to deliver change for the better.

Part of a wider communications team, 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 engagement, leading a small team of engagement executives on a wide range of groundbreaking projects across the region.

You will work with the Senior Engagement Officer, 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 Combined Authority and allow local communities to be part of the decision-making process.

Accountabilities (Deliverables)

- Support the development and implementation of the engagement and consultation strategy for the organisation
- 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

Responsibilities (Duties)

- Research best practice and trends in consultation and engagement
- Provide engagement advice to colleagues across all directorates
- Work collaboratively with teams to deliver high-quality events
- Ensure efficient record-keeping of stakeholder data with CRM and digital teams
- Support the implementation of innovative and effective engagement approaches

Strategic

- Shape and support organisation-wide engagement and consultation strategy
- Embed innovative and best practice approaches to engagement across the West Midlands
- Strengthen community voice, insight, and influence through effective consultation design
- Contribute to continuous improvement and organisational learning in engagement

People

- Develop and maintain relationships with key stakeholders and partners (e.g. schools, health, police, community organisations)
- Manage and support two engagement executives
- Foster a creative and inclusive team environment to encourage new ideas
- Enable colleagues to deliver meaningful and effective public engagement

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

Financial

- Manage engagement / consultation project budgets
- Support cost-effective delivery of engagement and consultation activities

Other

- The duties and responsibilities in this job description are not exhaustive and the jobholder may be required to undertake other duties within the general scope of either the level or nature of the post.

Person Specification (How Evidenced Key: A = Application, I = Interview, T = Testing/Assessment)

Requirements Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
	E	D	A	I	T
Experience					
Substantial experience of working in a communications and engagement role	x				
Prior experience of stakeholder management in and across the West Midlands	x				
Track record of successfully developing and delivery long-term engagement strategies and consultation programmes with demonstrable impact		x			
Track record of evaluating engagement performance and implementing continuous improvement		x			
An understanding of using data to inform engagement campaigns	x				
Experience of engaging with high profile and influential stakeholders	x				
Experience of working with community groups and community organisations	x				
Experience of engagement work in the public sector	x				
Experience of working in a political organisation		x			
Experience of a digital first approach to public and stakeholder engagement		x			
Experience of managing people within a small team	x				
Skills / Knowledge					
Excellent communication skills both written and verbal	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				
Ability to think creatively and innovatively	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			
Enthusiasm and a high degree of initiative and motivation	x				
Qualification / Education / Training	E	D	A	I	T
Educated to degree level		x			
Membership of an appropriate professional body		x			

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 as necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
Equality Diversity & Inclusion	Promote and champion equality, diversity, and inclusion 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)		
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Standard <input checked="" type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input type="checkbox"/>

Job Evaluation Details

Date Evaluated	Job Family	Level/Grade	JEP Reference