



Job Description

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| Job Title: | Digital Asset Management and Service Catalogue Specialist |
| Directorate/Team: | Technology and Insight / Digital and Data Team |
| Location: | 16 Summer Lane or other site/location |
| Responsible to: | Service Manager |
| Responsible for: | 0 staff / Contractors and Third-Party Suppliers |
| Key working relationships: (internal) | Heads of Service, Enterprise Architect, Solution Architects, Project Managers, Technical Delivery Staff, Technical Operations |
| Key working relationships: (external) | Third Party Suppliers, Consultants, Contractors |

Purpose of the Post

To manage the life cycle of IT assets, such as hardware, software, intellectual property, licences and warranties, the configuration of components, and the relationships between them including the usage, disposal, compliance, inventory, sustainability, cost optimisation and protection of the IT asset portfolio.

To be responsible for the creation and upkeep of the Technology and Insights Service Catalogue (Request Catalogue, Business and Technical Views of the Service Catalogue and Product Catalogue).

Accountabilities

- End-to-end management of assets and configuration items, ensuring data integrity, compliance, operational efficiency, and robust reporting. The role is pivotal in supporting business continuity, regulatory adherence, and strategic decision-making through accurate asset tracking and configuration management.
- Maintenance of a Technology and Insights Service and Product Catalogue and the integrity of the data.

Responsibilities

Strategic

- Develop and implement formal service management processes, including policies, process flows, and measurement systems to manage the Service Catalogues effectively
- Deliver dashboards and configurable reports to enable data-driven decision-making.
- Work flexibly and with integrity to meet the needs of the WMCA and Technology and Insight / Digital and Data Team.

People

- Work closely with service owners, digital and data support staff, and customers to ensure the catalogues meet their needs and accurately represent available services.
- Identify and communicate discrepancies in asset and configuration data or required adjustments to the relevant teams for resolution.
- Represent the WMCA in a professional manner.

Operational

- Maintain the Request Catalogue within the ITSM tool, ensuring it includes new services, updates existing ones, and removes retired services
- Populate and update the Business and Technical Service Catalogue, ensuring alignment with the Request Catalogue
- Ensure all service information in the catalogue is accurate, up-to-date, and relevant by investigating data sources and ensuring the catalogue reflects the current service landscape
- Regularly review the catalogue's usage and value, seek feedback, and make improvements to its structure, content, and accessibility
- Ensure the Service Catalogue is integrated with ITSM tools and processes, supporting service requests, incident management, and change management workflows
- Oversee the lifecycle of assets, from maintenance to disposal. Ensure all assets are correctly configured lifecycle management, using systems such as the MS Intune, Ivanti Neurons and FreshService.
- Maintain a central repository for asset and configuration data, ensuring auditability, version control, and hierarchical structuring. Verify the accuracy of assigned maintenance plans and use checklists and system-generated reports to confirm correct application.
- Schedule regular inspections and capture evidence to meet statutory and regulatory requirements, ensuring alignment with compliance principles. Review non-conformance reports, categorise issues by severity, and assign ownership for resolution
- Route requests, track progress, and integrate with internal/external suppliers using ServiceDesk and work orders. Support automation thresholds and efficiency improvements through workflow configuration and mobile capabilities for field data entry.

Financial

- Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.

Other

- Undertaking such tasks as may reasonably be expected commensurate with the scope and level of the role.
- There will be a requirement to ensure that support is provided between 08:00 – 17:00 Monday to Friday excluding bank holidays.
- There will be a requirement to work at any organisation sites as required and travel may be required on occasion
- There will be a requirement to be on site at Summer Lane (or other allocated sites) 2-3 days per week

Person Specification

| Candidates/post holders will be expected to demonstrate the following: | Essential / Desirable | How Evidenced? | | | |
|--|-----------------------|----------------|----|----|----|
| Experience | E | D | A* | I* | T* |
| Proven experience as an IT Asset Management Specialist, covering hardware, software licensing and compliance following the ITAM framework. | X | | X | X | |
| Software Asset Management (SAM): Strong experience in managing software assets, including licensing, compliance, and utilisation. Familiarity with tools such as Snow SAM, Microsoft Intune, Endpoint Management, and Office 365/Azure AD/Active Directory/Exchange/M365 is highly valued | X | | X | X | |
| IT Asset Management (ITAM): Strong experience in inventory management and reconciliation of hardware, peripherals, software services, and licences. This includes maintaining accurate records, overseeing the full lifecycle of assets (provisioning, decommissioning, compliance tracking, and disposal), and ensuring compliance with contractual and regulatory standards | X | | X | X | |

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|--|----------|----------|-----------|-----------|-----------|
| Configuration Management: Experience with configuration management databases (CMDB), ensuring all assets are accurately represented, physically present, and compliant with documentation standards. This includes cross-referencing physical assets with digital records and managing asset data entry and maintenance in systems such as AMIS | X | | X | X | |
| Problem-Solving and Incident Management: Experience with incident, request, and problem management tools (e.g., Freshservice) is desirable | | X | X | | |
| Service Catalogue Management: Strong experience in managing a Service Catalogue for an organisation, or IT team. | X | | X | X | |
| Service Catalogue Process Management: Develop, implement, and govern service catalogue management processes | | X | X | X | |
| Skills / Knowledge | E | D | A* | I* | T* |
| Strong knowledge in preparing regular and ad hoc reports from asset registers to support governance activities, audits, and continual service improvement | X | | X | X | |
| Skilled in identifying, logging, and resolving technical problems with software applications and hardware issues relating to Asset Management and Service Catalogues. | X | | X | X | |
| Skilled in streamlining deployment and configuration processes | | X | X | X | |
| Knowledge and skilled in producing process maps | | X | | X | |
| Strong analytical abilities, effective communication, and the ability to work collaboratively across teams | X | | X | X | |
| Qualification / Education / Training | E | D | A* | I* | T* |
| Degree Level or equivalent in an IT discipline | | X | X | | |
| ITIL 4 Foundation or higher (or other Service Management qualification(s)) | | X | X | | |

*Key: **A** = Application, **I** = Interview, **T** = Testing/Assessment

Core Expectations

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| 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 Focused | 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 <input type="checkbox"/> | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> | Basic <input type="checkbox"/> | Standard <input type="checkbox"/> | Enhanced <input type="checkbox"/> | None <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

Job Evaluation Details

| Date Evaluation Agreed | JEP Reference | Grade | Job Family |
|-------------------------------|----------------------|--------------|-------------------|
| 20/11/25 | JEP681 | SP28-SP32 | |