

Job Description

Job Title:	Senior Engagement Officer – Bus Franchising
Directorate/Team:	Chief Executive - Communications
Location:	16 Summer Lane or other site/location
Responsible to:	Strategic Communications Manager – Bus Franchising
Responsible for:	Two Engagement Officers
Key working relationships: (internal)	Communications colleagues, TfWM, Heads of, Exec Directors
Key working relationships: (external)	Community groups, partners, key stakeholders such as Local Authorities

Purpose of the Post

This post will play a critical role in developing and delivering effective engagement to promote the WMCA's new Bus Franchising programme, across the region. You will be responsible for developing key relationships with stakeholders, passengers and wider communities that inform and underpin engagement plans to convey key messages and ensure success.

The role will be working across a complex political, operational and public environment that requires strategic skill and competency to manage all relevant demand, risk and action to enable critical successes in line with wider project milestones.

Accountabilities

To support and lead the delivery of effective engagement activity, including community engagement and consultations for the West Midlands Combined Authority's (WMCA) Bus Franchising programme

Working with the Strategic Communications Manager and colleagues to develop an engagement and consultation approach that incorporates best practice for the programme.

Co-ordinating with colleagues across the communications teams, to raise awareness and ultimately attract stakeholders and members of the public to engage with WMCA, TfWM and partner organisations.

To line manage two Engagement Officers and be responsible for developing and delivering effective engagement from the team.

Responsibilities

Strategic

- Work with the Strategic Communications Manager to develop stakeholder mapping, engagement and influence strategies that are aligned to the key objectives and outcomes for the Bus Franchising programme
- Manage engagement risks associated with high-profile programme activity, and support the development of mitigation activities
- Providing a strategic focus to the delivery of statutory and non-statutory public consultations

People

- Developing and maintaining strong relationships with key influential stakeholders and partners such as local authority leaders, elected members, bus operators, strategic partners and community organisations.

- Represent the Strat Comms Manager at senior stakeholder meetings and public forums where required.
- Support programme spokespeople in engagement activities.
- Working closely with other teams to provide high quality events
- Developing and implement individual consultation plans tailored to specific consultation requirements ensuring an understanding of audience, identifying best consultation activity and channels for effective communication and engagement.
- Providing engagement advice to colleagues across directorates, enabling services to ensure meaningful and effective consultation with the public and other key stakeholders.
- Managing two engagement officers responsible for developing and delivering effective consultation and engagement
- Representing the WMCA in a professional manner.

Operational

- Leading on the development of an effective outreach plan to improve and increase our knowledge and understanding of the different customer requirements for bus across the West Midlands.
- Ensuring there is efficient record keeping of stakeholder data, working closely with the CRM Manager, and digital and data colleagues.
- Creating an environment for the engagement team to think creatively about consultation and engagement approaches and propose new ideas to reach a diverse communities across the West Midlands.
- Lead and project manage the creation and delivery of engagement campaigns, exhibitions and promotional events from initial research and planning, briefing to the launch, delivery, optimisation and evaluation of campaign elements, ensuring there is a value for money approach and a ROI.
- Champion the monitoring and evaluation of the success of engagement plans and campaigns across the engagement team, learning and adapting from the outcomes of engagement programmes and campaigns.
- Steer the development of a robust evaluation model, focusing on overarching campaign performance, including multi-channel reporting.
- Researching best practice and trends in consultation and engagement and support the implementation of innovative and effective approaches to engagement across the West Midlands.
- Producing regular reports on consultation and engagement activity and outcomes. Monitor and evaluate the success of consultations and engagement to ensure a culture of continuous learning and improvement.
- Working with the Human Intelligence team to continuously develop a programme of user testing and research to ensure we understand our audiences, their needs, and which channels to use to effectively communicate and engage with them.
- Write, edit, supply and maintain copy for a wide range of materials.
- Working closely with the Strategic Communications Manager to provide a business partner service for the Franchising team, developing strong relationships with directors and acting as the first point of contact for the wider communications team on all engagement issues.

Financial

- Undertake the preparation of budgets and monitoring of expenses ensuring that plans are delivered to budget and on-time.
- Ensuring Value for Money and follows the appropriate governance processes for dealing with any financial activities.

Other

- Deputising for the Strategic Communications Manager at Senior Leadership team meetings and at other meetings and events and on specific matters as required.
- Representing the WMCA at corporate events as required.
- Undertaking such tasks as may reasonably be expected commensurate with the scope and level of the role.

Commented [GF1]: This is perhaps more tactical than strategic

Person Specification					
Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced ?		
Experience	E	D	A	I	T
Substantial experience of working in a communications and engagement role	X		X	X	
Prior experience of stakeholder management	X		X	X	
Track record of successfully developing and delivery long-term engagement strategies and consultation programmes with demonstrable impact	X		X	X	
Track record of evaluating engagement performance and implementing continuous improvement	X		X	X	
An understanding of using data to inform engagement campaigns	X		X	X	
Experience of engaging with high profile and influential stakeholders including local politicians	X		X		
Experience of working with community groups and community organisations	X		X		
Experience of engagement work in the public sector		X	X		
Experience of working in a political organisation		X	X		
Experience of a digital first approach to public and stakeholder engagement		X	X		
Experience of managing a project team		X	X		
Skills / Knowledge	E	D	A	I	T
Excellent communication skills both written and verbal	X		X	X	
A good team player able to build strong relationships.	X		X	X	
Positive attitude to working with people and delivering outcomes	X		X	X	
Good relationship building skills	X		X	X	
Self-motivated and able to work with minimal supervision.	X		X		
An understanding of communicating across different channels and to different audiences	X			X	
Ability to think creatively and innovatively	X			X	
Ability to organise, prioritise and deliver a demanding workload	X		X	X	
A flexible approach and the ability to work effectively in a range of situations and with a diverse range of people	X		X	X	
Ability to understand a wide range of complex issues		X		X	
Knowledge of current consultation standards and emerging trends	X		X	X	
Ability to work with a high degree of autonomy, confidentiality, and diplomacy along with the ability to challenge and influence	X		X	X	
Have an understanding of data management	X		X		
Enthusiasm and a high degree of initiative and motivation	x		X		
Qualification / Education / Training	E	D	A	I	T
Degree level or equivalent	X		X		
Possession of an appropriate, professional qualification		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.
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)				Vetting	
Yes ☐	No ☐	Yes ☒	No ☐	Basic ☐	Standard ☐	Enhanced ☐	None ☐	Yes ☐	No ☒

Job Evaluation Details			
Date Evaluation Agreed	Job Family	Level/Grade	JEP Reference