



Job Description

Job Title:	Policy Manager - Culture & Creative Economy
Directorate/Team:	Strategy, Economy & Net Zero Directorate / Culture & Creative Economy Team
Location:	16 Summer Lane based, with hybrid/travel across the region
Responsible to:	Strategic Lead – Culture and Creative Economy
Responsible for:	Policy Officer - Culture & Creative Economy
Key working relationships: (internal)	Culture & Creative Industries team, Economy team, Inclusive Communities, Skills development colleagues, Sport and Public Health, SAF, legal, finance and HR colleagues, Mayor’s office, CEX office.
Key working relationships: (external)	LA cultural officers, Directors of Economic Growth, Universities, Creative Places Group, Mayoral Combined Authority leads group, ALB’s including, Arts Council, Historic England, Creative Unions, BBC, WM Growth Company, Creative UK

Purpose of the Posts

The Policy Manager for Culture & Creative Economy will lead in developing culture and creative industries policy and infrastructure to thrive in the region, putting their extensive understanding of the creative eco-system of the West Midlands at the heart of our investment and delivery decisions.

The role will shape research into the creative industries and cultural sectors, lead on development of culture and creative industries policy and engage with partners on projects and proposals to support the growth of creativity as an agent for economic development and ensure that the region can fully leverage the benefits of placemaking, cultural activity and creative entrepreneurship.

The impact of this work will form part of the region’s storytelling of a leading region, focused and effective in delivering its shared priorities.

Accountabilities

Lead the development, integration and delivery of regional creative industries and cultural policy, ensuring strategies, programmes and investments drive long-term economic, social and placemaking outcomes for the West Midlands. Oversee the commissioning, interpretation and application of research and evidence relating to creative industries and cultural sectors, ensuring insights shape WMCA decisions, inform funding bids, and support the design of new interventions across directorates and partner organisations.

Act as an ambassador for the region’s cultural and creative agenda by facilitating governance groups, engaging with local authorities, creative sector partners and national bodies, and coordinating regional communications to maintain alignment, shared ownership and visibility of priorities and progress.

The Policy Manager will work as part of the wider Economy policy & strategy team to advise and support senior leaders in the WMCA, partner authorities, industry bodies and the West Midlands Growth Company by undertaking policy research, analysis and intervention design. Reporting on the progress and outcomes of critical projects which are in planning and delivery.

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.

Responsibilities

Strategic

- Lead and contribute to policy development around productivity and growth with a focus on maximising the growth potential of culture and the creative industries in the region.
- Provide research, intelligence and insight to help inform and implement priorities within the West Midlands Growth Plan and wider mayoral priorities.
- Lead the development of strategic investment propositions and policies related to culture and the creative industries, setting out what WMCA seeks to achieve through directly commissioned activity and its levers of influence, and how impact will be evaluated.
- Lead and undertake research and policy development to help inform the rationale and evidence to make the case for wider economic development devolution and co-commissioning with a particular focus on influencing national policy and programme design.
- Provide policy leadership and input for new WMCA and partner-led programmes, including contributing to pilot design and leading bids for new funding.
- Provide high quality written and oral briefings, policy advice and reports for a range of internal and external stakeholders, including central government.
- Provide meeting management and secretariat functions for key meetings, working groups and commissions – particularly industry-led Boards.
- Establish, develop and maintain strong relationships with key stakeholders, particularly with local authorities, universities, employers and business representative organisations.
- Represent WMCA at external events and meetings, often with individuals at operating a substantially higher level of organisational responsibility than the postholder.
- Areas of personal leadership might include policy leadership in a specific area of culture and the creative industries
- Work flexibly and with integrity to meet the needs of the WMCA and the Culture and Creative Economy team.

People

- Act as a key point of liaison for Culture and Creative Industry partners – i.e., cluster bodies, universities, industry etc. - into WMCA culture and creative industry policy and strategy activities.
- Maintain strong links with the WMGC, wider Policy & Strategy teams across WMCA, the WMCA's Research and Intelligence Community of Practice and related groups by identifying issues in papers which have strategic policy implications and ensure these are actioned or escalated in line with significance.
- Representing WMCA at external events and meetings. Where necessary, deputise for senior WMCA officers including on Economic Strategy, Business Innovation, Skills and Development in discussions related to Culture and Creative Industries the West Midlands Growth Plan.
- Build collaborative relationships across public, private, and voluntary sectors.
- Influence and manage partners and politically sensitive stakeholders.
- Positively represent Directorate internally and externally in a professional manner.
- Champion success stories through case studies and contribute to corporate messaging.
- Lead team performance management and prioritise effectively in a changing environment.
- Promote a high-performance culture through leadership, mentoring, and staff development.
- Uphold and promote the values of the WMCA, exhibiting strong leadership and improvement focus.

Operational

- Lead activities within and across WMCA officers, including:
 - Developing Culture and Creative Industries policy, plans, proposals and projects, by engaging with partners to support the growth of creativity as an agent for economic development and ensure that the region can fully leverage the benefits of placemaking, cultural activity and creative entrepreneurship.
 - Management of relevant business planning, procurement, programme development, and informing project delivery.
 - Establish key working groups related to culture and creative industry priorities, managing secretariat functions for key meetings, working groups and commissions.
 - Build and maintain key stakeholder relationships, including distilling key messages for political figures.

<ul style="list-style-type: none"> Work closely with the communications team in WMGC and WMCA to enhance profile of Culture and Creative Industries and access to its resources including liaising with key partners.
Financial
<ul style="list-style-type: none"> Manage delegated budgets and maintain strong financial oversight over projects and programmes. Optimise resource allocation to maximise efficiency and cost-effectiveness, ensuring value for money and transparent use of public funds. Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.
Other
<ul style="list-style-type: none"> Represent the WMCA in a professional manner. Undertaking 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?		
	E	D	A*	I*	T*
Experience	E	D	A*	I*	T*
Experience of cultural and creative industries policy development and/or implementation in a local regional or national government context	X		X	X	
Experience of stakeholder management across a variety of contexts	X		X		
Experience of developing Green Book compliant business cases, writing reports and preparing briefings in a policy environment	X		X	X	
Experience of facilitating meetings, events or other high-profile activities	X			X	
Experience of managing politically sensitive issues at a strategic and local level.	X		X	X	X
Experience of researching complex issues	X		X	X	
Skills / Knowledge	E	D	A*	I*	T*
Excellent knowledge of culture and creative industry policy, the priorities for those clusters for inclusive growth and their specific challenges.	X		X	X	X
Understanding of role of Government departments, agencies, public bodies, and public research institutions, and the dynamic of their relationships with the WMCA in relation to current and future devolved priorities		X		X	
Excellent written skills, with the ability to present information succinctly in a creative, clear and engaging way to a range of audiences	X		X		
Excellent oral and influencing skills, with the ability to give clear advice on issues	X		X	X	X
Proven ability to build and maintain strong internal and external stakeholder relationships	X			X	
Acts in a collegiate and collaborative style that engages with people at all levels and promotes positive relationships	X		X		
Evidence of creativity in driving programmes forward by bringing or seeking new perspectives		X	X	X	
Awareness of the role of Combined Authorities and their relationships with regional partners and Government departments and agencies		X	X	X	
Qualification / Education / Training	E	D	A*	I*	T*
Relevant degree or comparable experience	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.
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

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

Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
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
29/4/22	N/A	SP44-SP48	