



Job Description

Post Title:	Future Transport – Behaviour Change Lead
Directorate:	Transport for West Midlands: Policy Strategy and Innovation
Reports to:	Head of Future Transport
Direct Reports:	2

Key Relationships:

- All levels within WMCA
- Local Authority Transport Leads
- Government Departments, particularly Department for Transport
- Funding Bodies UK and European
- Industry bodies such as ERTICO and ITS-UK
- Private sector partners
- West Midlands Innovation Community
- Academic institutions
- Consultancies and agencies

Role Purpose

Critical to delivering a sustainable future for transport is effective application of consumer behaviour change, whether preventing journeys, sharing journeys or re-moding to alternatives. Although not a new field of study, successful large scale initiatives are rare. This role is aimed at reversing that trend, ensuring we are developing a body of knowledge and initiatives that can be applied in different scenarios with confidence. This role will support the Head of Future Transport and wider business to develop relationships and opportunities, delivering initiatives that support a sustainable transport eco-system. Projects will focus on a number of variety of factors that influence transport behaviors and experiences. The successful candidate will have an understanding of human psychology, behaviour change models and academic best practice, understanding how this can be transport applications in highlighting opportunities for improvement. In turn they will support the implementation of best practice into business as usual with our public and private sector partners.

Responsibilities

- Responsible for shaping new transport behaviour change and customer experience improvement projects, aligned to our transport goals. This will be done through options evaluation, writing business case, seeking approvals, bidding, delivery, exploitation and evidencing of Future Transport projects for TfWM and the wider WMCA.
- Identify funding opportunities and financial contributions towards expressions of interest/bids/applications, in collaboration with internal teams, local authorities, developers, and innovation bodies.
- Accountable for the scoping, delivering, implementation and monitoring of Transport Behaviour Change projects and the adoption of new innovations into business as usual.
- Accountable for driving forward new and innovative approaches to the delivery of Transport Behaviour initiatives, maximising the opportunities of developing new technologies and approaches. This should include evidence of forging new partnerships and embedding these initiatives into business as usual.
- Support of the Head of Future Transport in ensuring behaviour change programmes are seamlessly integrated into the operational activity of TfWM and other transport services within the WMCA constituent environment
- Responsible for creation, management and monitoring of contracts, collaboration agreements and other agreements between TfWM and public and private sector partners.
- Deliver a number of key priorities including but not limited to:
 - Reducing car dependency
 - Reducing car mileage
 - Understanding the reasons for local travel behaviour and linking which interventions are most effective for which individuals
- Effectively manage projects to ensure they are outcome focused on time and to budget. Set delivery goals, including staffing requirement where appropriate, set objectives, monitoring performance and providing guidance and support as required to ensure that targets are met.
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- Responsible for the financial management of relevant project budgets, including effective monitoring to ensure that objectives are met, producing and analysing reports on expenditure and other income and implementing corrective action where appropriate to ensure the efficient management of budgets in line with the relevant funding body's policies and procedures.
- Prepare and present reports to formal and informal meetings.

- Building relationships with public and private sector partners to ensure effective delivery and implementation of projects and the adoption of new innovations into business as usual. Ensure that projects provide innovative cost-effective solutions to address our transport goals including, reducing traffic congestion, improving air quality, improving social mobility and other improving economic and environmental impacts.
- Build and support a network of significant relationships with Government officials, industry and other partners to promote and establish the West Midlands as a world leader in Behaviour Change initiatives.
- Promote the activities of TfWM locally and nationally to ensure that WMCA is seen as the preferred location for Transport Behaviour change projects in the UK and further afield through providing advocacy at a local, regional and national level as an expert.
- Keep appraised of latest relevant developments, Best Practice and in Government's guidance and legislation.
- Provide professional advice to elected members and senior managers on technical and policy matters relating to Behaviour change and other transport innovation measures.
- Deputise for Head of Future Transport

Person Specification

Experience	<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>		Assessment Method		
	E	D	App*	Int**	Other***
Experience and capability of working with organizations at all levels including Local and National Government.		D		Y	
Experience of delivering fundamental changes to the transport system through innovation and behaviour change embedding these into Business as Usual	E			Y	
A detailed technical understanding of Government policy and thinking as it relates to Future Transport	E		Y	Y	
An understanding of transport including Intelligent Transport Systems, Connected and Automated Mobility, Passenger Services, Smart Ticketing, UTMC and Communications		D	Y	Y	
Experience in dealing with large complex initiatives	E		Y		
Experience in dealing with a wide variety of organizations and gaining their agreement through negotiation.	E			Y	
An appreciation of the restrictions of the public sector and political awareness.		D			

Knowledge of UK and EU procurement process, including state aid, and how to apply procurement rules in an innovation framework.	E		Y		
Experience of developing, delivering, and working with complex partnerships and business relationships		D	Y		
Experience of developing, delivering, and operating large complex projects and initiatives with multiple public and private sector partners	E		Y		
Skills/Knowledge/Abilities	E	D	App	Int	Other
Corporate Governance	E		Y		
Working with People	E			Y	
Creating & Innovating	E			Y	
Living our Values	E			Y	
Delivering Results and Meeting Expectations	E		Y		
Cross Functional Awareness	E		Y		
Hybrid working		D	Y		
Commercial Thinking	E			Y	
Planning and Time Management	E		Y		
Qualifications/ Professional Memberships	E	D	App	Int	Other
Educated to Degree level or equivalent.	E		Y		
Further higher level qualification or equivalent		D	Y		
Membership of a relevant Professional body		D	Y		
Formal project/programme management qualification, such as PRINCE 2 Practitioner		D	Y		
Qualification in social science discipline		D	Y		

* Application

** Interview

*** Details will be shared at interview stage

Core Expectations

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 focused.
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.

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 so 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 of 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 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.

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 WMCA Constituent area on a regular basis