



## Job Description

<b>Job Title:</b>	Revenue Development Manager
<b>Directorate/Team:</b>	Bus Franchising – Commercial Team
<b>Location:</b>	16 Summer Lane
<b>Responsible to:</b>	Head of Commercial Activity
<b>Responsible for:</b>	(no direct reports)
<b>Key working relationships:</b> (internal)	Transport for West Midlands (TfWM) All Central Support services
<b>Key working relationships:</b> (external)	All external agencies and partners, as defined and established through activity

### Purpose of the Post

The Revenue Development Manager is the organisation's commercial development lead for non-farebox income. The postholder is accountable for translating the Non-Farebox Commercial Strategy into measurable and sustainable revenue outcomes across B2B and B2C markets.

The role focuses on maximising existing revenue streams and designing, testing and scaling new commercially viable propositions. Working across the organisation and with external partners, the postholder will convert TfWM assets, services and intellectual property into financially modelled, market-ready propositions that deliver sustainable non-farebox income.

### Accountabilities

Delivery of agreed non-farebox revenue growth targets.

Successful development, testing and scaling of commercially viable revenue propositions.

Effective management of the end-to-end commercial sales and partnership pipeline aligned to strategy.

Contribution to the implementation of recommendations arising from the Non-Farebox Commercial Strategy.

### Responsibilities

#### Strategic

- Prioritise commercial activity in line with strategic recommendations and evidence from pilots.
- Analyse market trends and competitor pricing to make data-driven decisions.
- Design, launch and evaluate proof-of-concept propositions for new revenue streams (e.g. film/photography location hire, event shuttle services, B2C Wi-Fi, B2B data licensing).
- Monitor and forecast revenue performance, identifying areas for improvement.
- Evaluate and adjust promotional activities to ensure maximum profitability.
- Conduct regular audits of revenue systems to ensure accuracy and compliance.
- Manage development of tender exercises with support from procurement and legal teams.
- Critically review pilot outcomes to inform future commercial activity and forecasts.
- Work flexibly and with integrity to meet the needs of the WMCA and the Bus Franchising Commercial team.

#### People

- Develop and maintain strong working relationships with key stakeholders and partners.
- Build and maintain relationships with key regional networks, such as West Midlands Growth Company, and local business communities.
- Identify and engage stakeholders (internal and external) to support delivery of commercial activity.

#### Operational

- Create and manage a pipeline of commercial activity including obtaining contacts and providing estimated values.
- Attend and present at relevant industry events to promote the products and services of TfWM.
- Represent TfWM and act in accordance with team priorities.
- Manage live sales and partnership activity through to contract execution and mobilisation.
- Maximise existing TfWM services and assets to increase non-farebox income.
- Prepare business cases to support recommendations for future team capacity or capability where required.
- Brief operational and marketing teams to support pilots and live revenue streams.

### Financial

- Report revenue performance against targets and annual forecasting to support strategy and operational planning.
- Prepare business cases and financial appraisals, including cost-benefit analysis and risk assessment.
- Track and report performance against agreed revenue KPIs.
- Identify grant funding opportunities that support non-farebox income or cost reduction.
- Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.

### Other

- Represent the WMCA in a professional manner.
- Undertake 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*
<b>Experience</b>					
Significant experience – with demonstrable results – of revenue improvement and generation, ideally within the public sector	X		X		
Demonstrable experience of using revenue forecasting models and financial appraisals to support new commercial propositions	X		X		
Knowledge of transport systems within the public sector		X	X		
Experience of CRM, sales intelligence or lead-generation tools e.g. LinkedIn Sales Navigator		X	X		
<b>Skills / Knowledge</b>					
Proficient at managing multiple workstreams and implementing relevant projects either in collaboration with partners, or independently	X		X	X	
Strong analytical and problem-solving skills	X			X	
Strong project management skills with the ability to lead cross-functional teams	X		X	X	
Sound business and financial acumen with ability to interpret data and establish activities	X		X	X	
Highly developed influencing and relationship-management skills	X		X	X	
Ability to negotiate with stakeholders to progress commercial opportunities	X		X	X	
Ability to identify and assess commercial risks associated with new or pilot revenue activity	X		X	X	
<b>Qualification / Education / Training</b>					
Degree or equivalent in a Business Management, Finance or relevant subject or equivalent relevant experience	X		X		
Evidence of continuous professional development		X	X		

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

## Core Expectations

<b>Health, Safety &amp; Wellbeing</b>	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.
<b>Equality &amp; Diversity</b>	Promote and champion equality and diversity in all aspects of the role.
<b>Learning &amp; Development</b>	Participate in and take responsibility of any learning and development required to carry out this role effectively.
<b>Performance Management</b>	Actively engage in the performance management process and take responsibility for managing performance outcomes.
<b>GDPR</b>	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.
<b>Adherence to Policies</b>	Be aware of and comply with all organisation policies.
<b>Matrix Working</b>	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.
<b>Business Continuity</b>	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.
<b>Other</b>	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

<b>Collaborative</b>	We work as one organisation, building trust, connection and shared purpose across teams and partners to create the biggest impact for our region.
<b>Inclusive</b>	Every voice matters – we create belonging, fairness and psychological safety so everyone can thrive.
<b>Innovative</b>	We think future and act smarter – embracing curiosity, creativity and continuous improvement to shape the future.
<b>Driven</b>	Focused on impact – leading with clarity, care and courage to deliver meaningful results for the West Midlands.

Our culture is built on collective leadership, where everyone plays a part in shaping how we work and succeed together. Guided by our values, we create an environment where people feel valued, supported and able to contribute their best. Through behaviours grounded in clarity, care and courage, as set out in our Leadership Statement we are making the West Midlands Combined Authority the best place to work and belong.

## 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
24/4/2026	JEP816	SP38-SP42	
<b>Position Reference</b>			