

ROLE PROFILE

Post Title: Delivery Manager – BGWM People and Skills

Directorate: Strategy, Economy and Net Zero

Reports to: Business Growth West Midlands – Strategic Lead

Direct Reports: 2

Role Summary:

WMCA is committed to building a healthier, happier, better connected and more prosperous West Midlands. This is our vision. Our Values are central to how we work and interact with our wider partners and stakeholders. We encourage our colleagues to

Be **Collaborative**, Be **Innovative**, Be **Driven** and Be **Inclusive**.

The WMCA along with local authority partners have established a new business support service called Business Growth West Midlands. The service is designed to support businesses through providing advisory support to enable future business growth. As part of the advisory service we recognise the value of skills support enabling businesses to improve productivity and grow.

In this role, the post holder will establish the WMCA skills offer as part BGWM People and Skills product range. As a subject matter expert on people and skills products through the lens of an business, you will lead a team that will connect skills delivery providers to local authority business engagement teams leading to the take up of skills offers amongst businesses, and identify gaps in the skills offer that could be addressed and scaled to support business growth.

What will you be doing?

- Lead the people and skills offer integration within the BGWM to support business engagement with the WMCA skills portfolio
- Internally acting as the integral connecting point between the WMCA employment, skills, health and communities team skills team and the key connecting areas across BGWM. Ensuring that knowledge transfer and opportunities are communicated and actioned to deliver associated impacts within both delivery lines.
- Establish ways of working through processes that will support business engagement and reduce touch points with employers
- Be the key BGWM interface between the local authority business engagement teams and skills providers at a subregional level ensuring that skills offers are accessible at regional, sub-regional and locally as part of a business support service.
- Act as subject matter expert on people and skills products to support business engagement teams at local level and sign post to skills providers tracking intervention

- Identify opportunities to use other BGWM products and business facing projects stimulated through other activities e.g. supply chain support programme, Made Smarter and Thrive at Work to maximise people and skills product take up leading to business growth
- Track employer referral journey through CRM to ensure positive customer experience and outcome measures achieved
- Work with skills providers and business engagement teams to enhance the customer experience and maximise the take up and impact of the offer
- Identify gaps in service offer can collaborate with ESHC to respond
- Support BGWM communications team with content to support social media and events through case studies
- Take an active role in promoting training solutions through events, job fairs and careers events

The Role Holder:

Behaviours	Essential	Desirable	How Assessed (Application/Interview/Assessment)
Be collaborative through working with a range of stakeholders to achieve one goal	X		I
Be driven to deliver an outstanding service to employers delivery outcomes and impact	X		I/A
Experience	Essential	Desirable	How Assessed
Experience of leading a team to mobilise a new set of core products through a business engagement approach	X		I/A
Experience in engaging employers and bringing 'workforce' skills solutions to market delivering demonstrable impact	X		I/A
Proven experience related to delivery of employment and skills products and operational knowledge of the skills system	X		I/A
Relevant experience of working with a range of stakeholders at an operational level to make things happen would be essential with demonstration of positivity, curiosity and the ability to work in challenging	X		I/A

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Role Profile Created:	Role Profile Evaluated on:	Document Reference

circumstances and make a difference.			
Ability to develop relationships with employers leading to engagement with product portfolio and outcomes	X		I/A
Strong analytical and research skills with the ability to use evidence to support engagement with employers and sectors.	X		A
Ability to translate strategy and perform work with significant independence.	X		I
Personal and professional demeanour / credibility which will command the confidence of key stakeholders, staff, the local community, public and private sector partners and fosters a positive reputation for the WMCA	X		I
Acts in a collegiate and collaborative style that engages with people at all levels and promotes positive relationships.	X		I/A
Skills/Knowledge/Abilities	Essential	Desirable	How Assessed
An effective communicator with the ability to communicate complex ideas	X		I/A
Sound knowledge of a variety of skills programmes and initiatives such as; SWAPs, Restart, Level 3 skills entitlements, AEB programmes, apprenticeships and apprenticeship levy	X		I
Demonstrable knowledge of the West Midlands economic and political landscape	X		I
Experience of working at senior levels within organisations.			A
Proven ability to solve complex problems and identify innovative solutions that go beyond your immediate sphere of influence		X	I

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Experience with working with employer intermediaries e.g Chambers, growth hubs, LEP's, FSB, CBI and IOD and other organisations that provide services to business		X	A/I
Strong influencing and negotiation skills	X		A/I
Qualifications/ Professional Memberships	Essential	Desirable	How Assessed
A relevant degree, management qualification or equivalent		X	A
Occupationally relevant membership e.g. CIPD		X	A

Core Expectations:

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

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