



Job Description

Job Title:	Senior Brand Officer
Directorate/Team:	Chief Executive/Communications
Location:	16 Summer Lane or other site/location
Responsible to:	Strategic Communications Manager – Marketing & Brand
Responsible for:	1
Key working relationships: (internal)	Communications, Marketing, Engagement, Design, Policy, Bus Reform
Key working relationships: (external)	Transport operators, local authorities, creative agencies, transport authorities, delivery partners

Purpose of the Post

We are building a better connected, more prosperous, fairer, greener, and healthier West Midlands. Strategic brand leadership plays a crucial role in achieving this vision.

Accountabilities

As Senior Brand Officer, you will play a key role in shaping, protecting, and enhancing the reputation and identity of the authority. You will lead the development and implementation of brand strategies that ensure consistency, recognition, and trust in how the authority presents itself to the public, partners, and stakeholders.

You will support the strategic direction, governance, and evolution of the West Midlands Combined Authority (WMCA) brand portfolio, including Transport for West Midlands (TfWM) and all modal brands.

Working closely with senior leaders, communications professionals, and external partners, you will be responsible for maintaining brand integrity across all platforms and touchpoints. You will use insight, innovation, and creativity to ensure our brand communicates the organisation's values and priorities, supports service delivery objectives, and resonates with diverse communities.

Responsibilities

Strategic

- Lead the development and delivery of a cohesive brand strategy that aligns with the mayoral and authority's corporate objectives, values, and strategic priorities.
- Provide expert advice and insight to ensure branding enhances the reputation and visibility of the authority across all services and public-facing communications.
- Embed brand governance processes to ensure consistency and quality across departments, projects, and external partnerships.
- Identify and respond to emerging trends, public expectations, and regional/national initiatives to future-proof the brand.
- Work flexibly and with integrity to meet the needs of the WMCA and TfWM.

People

- Act as a brand ambassador, supporting colleagues across the organisation to understand and apply the brand effectively.

<ul style="list-style-type: none"> • Influence and guide senior stakeholders, project leads, and service teams in applying the brand to campaigns, service design, and stakeholder engagement. • Work collaboratively with internal communications, marketing, and design teams to deliver aligned and impactful messaging. • Manage the brand officer role. • Provide informal leadership or mentoring to branding, communications, or design colleagues.
Operational
<ul style="list-style-type: none"> • Support the team in overseeing day-to-day brand management, including maintaining brand guidelines, toolkits, templates, and assets. • Ensure the authority's visual identity, tone of voice, and messaging are applied consistently across all media and channels, including print, digital, signage, and events. • Lead or support branding elements of major campaigns, programmes, and public-facing initiatives, ensuring integration across teams. • Manage relationships with external suppliers such as creative agencies, designers, and consultants to ensure brand standards are upheld. • Work closely with Design Manager to ensure consistency in brand across all creative.
Financial
<ul style="list-style-type: none"> • Contribute to the effective planning and management of branding budgets, ensuring best value from suppliers and resources. • Monitor the effectiveness and return on investment (ROI) of brand-related campaigns and materials, using data and insights to inform future spend. • Ensures Value for Money and follows the appropriate governance processes for dealing with any financial activities.
Other
<ul style="list-style-type: none"> • Support internal training and awareness sessions on brand use and best practice. • Continuously improve brand resources, tools, and systems in response to feedback and organisational need. • Uphold the authority's values of transparency, inclusion, and service excellence in all branding work. • 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?		
Experience	E	D	A	I	T
Experience of developing and delivering brand strategies	X		X	X	
Proven track record in senior brand management roles within complex, multi-stakeholder environments.	X		X	X	
Strong background in building and enforcing brand governance frameworks across large organisations.	X		X	X	
Evidence of using analytics and insight to drive strategy and measure performance.	X		X	X	
Skills / Knowledge	E	D	A	I	T
Strategic thinker with excellent judgement and decision-making skills.	X		X	X	
Strong leadership and people management capabilities.	X		X	X	
Exceptional communication and influencing skills, with a collaborative mindset.	X		X	X	

Ability to manage complex projects with competing deadlines.	X		X	X	
Understanding of marketing, audience segmentation, and user-centred design.	X		X	X	
Qualification / Education / Training	E	D	A	I	T
Educated to degree level		X	X		
Membership of an appropriate professional body		X	X		
Relevant brand or marketing 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 <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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Job Evaluation Details			
Date Evaluation Agreed	Job Family	Level/Grade	JEP Reference
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