



# CEO Recruitment Pack



**West Midlands**  
Combined Authority

An aerial photograph of a city construction site, likely in Birmingham, UK. A large red tower crane stands prominently against a clear blue sky. Below it, a modern multi-story building is under construction, with scaffolding and construction equipment visible. The building has a mix of grey and blue panels. In the foreground, there's a curved road or bridge structure. The background shows a dense urban landscape with various buildings and a church spire on the left. The overall scene is one of active urban development.

**Together,  
we are making  
the West  
Midlands the  
best place to live,  
work and visit**





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## Introduction from Richard Parker, Mayor of the West Midlands

Thank you for your interest in the role of Chief Executive Officer at the West Midlands Combined Authority.

Since I assumed office in May 2024, I've been clear about my priorities: creating Jobs for Everyone, enabling Growth for Everyone, delivering Journeys for Everyone, and building Homes for Everyone.

And now our West Midlands Growth Plan, launched in July 2025, has set out our ambitious plans to grow our economy by £17 billion, create 100,000 skilled jobs, deliver 120,000 new homes, and put an extra £8,600 in the pockets of working people over the next decade. At its core is a commitment to inclusive growth, unlocking opportunity across all parts of our region.

To make these promises a reality, we need a transformational leader. As CEO, you will be the driving force behind bringing this plan to life: leading our teams and harnessing our devolved powers so that we can drive sustained improvement across transport, housing, skills and regeneration – while working in close collaboration with me, the WMCA Board and executive team, our constituent and non-constituent members, and communities across the region.

We are entering an extraordinary period in the lifetime of our organisation, with several game-changing programmes getting under way. Notable examples include the £3 billion Birmingham Sports Quarter, tied to a new tram line extension to East Birmingham and North Solihull, and the long-awaited bus franchising programme, which will return our network to public accountability by 2027. This is just the tip of the iceberg though, and our work is having a measurable impact on the everyday lives of residents right across the region. For example, we're massively increasing the amount of genuinely affordable homes delivered in our region, we're providing training and employment opportunities to those who are furthest from the jobs market, and we're improving people's health now and in future by driving down emissions and protecting our green spaces.

I have always said that the best way to succeed is through collaboration, and it's no coincidence that the very first word in our organisation's purpose statement is "together". It is in that spirit that I hope the next CEO will back my ambition – not as a suite of policies, but as tangible, deliverable change that boosts lives every single day.

This pack is designed to give you the full picture of the WMCA's mission, values, governance, and the scale of what's to come. It's our chance to introduce you not just to the job, but to the region you'll help shape.

If you are a leader who is collaborative, driven, inclusive and innovative – and thrive on turning strategy into delivery – I am sure you will see this as an exceptional opportunity. Together, we can build a legacy of progress for the West Midlands that benefits all and sets a national benchmark for devolved governance.

I look forward to seeing how, together, we can make this region the best place to live, work and visit.



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# Role Purpose

## "Together we will make the West Midlands the best place to live, work and visit"

As Chief Executive Officer, you will be the driving force behind the West Midlands Combined Authority's powerful purpose – shaping a dynamic, inclusive, and thriving West Midlands where everyone benefits.

You will lead this regionally and nationally significant body with integrity and ambition while fostering a collaborative and transparent political interface with the elected Mayor, to bring to life the four mayoral priorities:

- Jobs for Everyone
- Growth for Everyone
- Journeys for Everyone
- Homes for Everyone

You will spearhead delivery of our recently launched West Midlands Growth Plan, the region's bold roadmap to create 100,000 skilled jobs, build 120,000 new homes, grow the economy by £17 billion and put an additional £8,600 into the pockets of working West Midlandsers over the coming decade. Working hand-in-hand with stakeholders including local authorities, businesses and universities, you will shape long-term investment, innovation and inclusive economic development in our region.

In partnership with the mayor and local leaders, you will oversee major transport infrastructure delivery – accelerating expansion of the Metro to key areas including Birmingham Eastside and the Merry Hill in the Black Country. Your leadership will also guide the bus franchising programme, bringing the West Midlands bus network under public control from late 2027 for the first time since the 1980s – ensuring network reliability, affordability and connectivity for all local people.

Through bold, strategic and visionary leadership, you will lead on the development of our new and emerging corporate strategy for the combined authority. Ensuring the programme of transformation is harnessed to unlock the full potential of the Devolution Bill and elevate our status as a national exemplar of devolved governance. This will deliver real public value and uphold the highest standards of transparency and accountability.

You will live by our organisational values – collaborative, driven, inclusive and innovative – and lead by example, creating a future-ready, performance-driven organisation whose staff are empowered to work in the interests of our citizens and make the West Midlands the best place to live, work and visit.



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## Our growth plan

The West Midlands Growth Plan focuses on creating the right conditions for growth, to help people build better futures. It's all-encompassing of the needs of our region – creating 100,000 good jobs in fast-growing industries, getting tens of thousands of residents in to work, improving public transport, and building 120,000 homes.

We currently have a £77 billion economy – the plan aims to grow this by more than £17 billion, bringing better wages and opportunities to working people. It sets out actions to reduce poverty and deprivation, as well as making further progress towards net zero.

Its long-term priorities will help to unleash the full potential of our people, places and businesses. At the heart of driving these ambitions? Our young and diverse population, our entrepreneurial and innovative spirit, and our six world-class, leading universities.

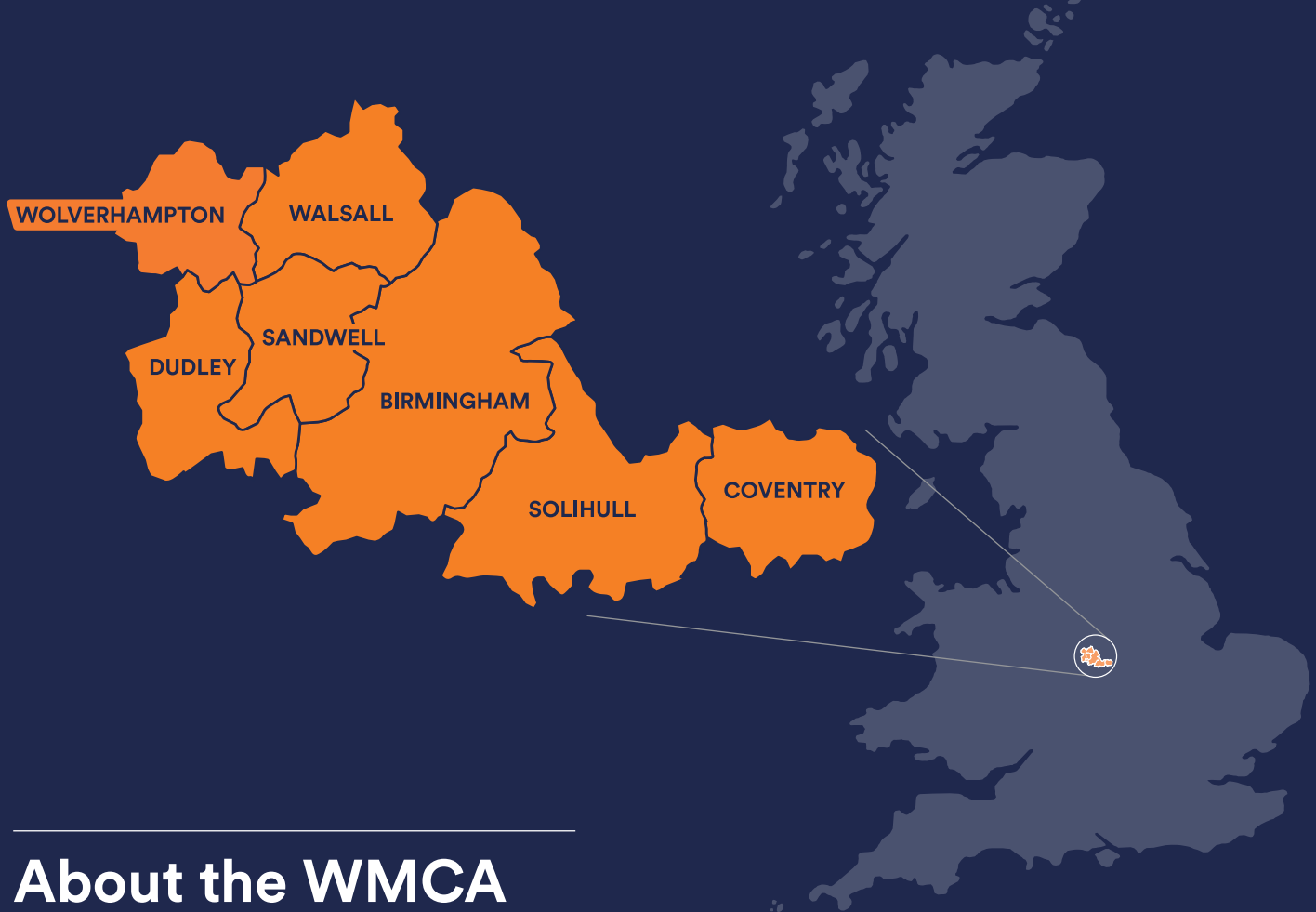


Through the plan, we'll be supporting more business leaders and entrepreneurs, but we won't forget workers in the everyday economy – such as teachers, bus drivers, shop workers and carers. We'll invest in our towns, cities and our high streets – including £2.4 billion of improvements to our transport network.

There are five key industries where we have a leading edge, along with significant potential for growth. These are our opportunities to create skilled, secure and high-paid jobs that people can build their futures around. These are:

- Advanced engineering, including electric vehicles and battery technology
- Clean tech and energy
- Health and medical tech
- Digital and the creative industries
- Professional and financial services.





## About the WMCA

WMCA represents seven constituent local authorities:

- Birmingham
- Coventry
- Dudley
- Sandwell
- Solihull
- Walsall
- Wolverhampton

There are 11 non-constituent local authorities with reduced voting rights:

- Cannock Chase District Council
- North Warwickshire Borough Council
- Nuneaton and Bedworth Borough Council
- Redditch Borough Council
- Rugby Borough Council
- Shropshire Council
- Stratford-on-Avon District Council
- Tamworth Borough Council
- Telford and Wrekin Council
- Warwickshire County Council
- Warwick District Council





The West Midlands Combined Authority (WMCA) is a strategic regional body established in 2016 to drive inclusive economic growth, public service reform, and infrastructure development across the West Midlands metropolitan area. It brings together seven constituent local authorities – Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall, and Wolverhampton – alongside a number of non-constituent members, including local enterprise partnerships, universities, and business groups.

The WMCA is led by the directly elected Mayor of the West Midlands, currently Richard Parker, and governed through a collaborative board structure that includes council leaders and key regional stakeholders. The Authority's mission is to deliver a more prosperous, fair, and sustainable future for the region's nearly three million residents.





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## Devolution and Governance Reform

The English Devolution and Community Empowerment Bill (2025) represents a major shift in the UK's approach to regional governance. WMCA is at the forefront of this transformation and is expected to be designated an Established Mayoral Strategic Authority – the highest tier of devolved governance.

Key features of the Bill:

- **Expanded Powers:** WMCA will gain statutory authority over housing, transport, skills, economic development, environment, and public service reform.
- **Spatial Development Strategy (SDS):** WMCA will be required to publish a regional SDS, aligning infrastructure, housing, and economic planning.
- **Mayoral Development Corporations:** New powers to lead complex regeneration projects with planning and land assembly tools.
- **Transport Leadership:** Full control over Local Transport Plans and strategic road networks.
- **Public Service Integration:** Ability to coordinate health, housing, and employment services at a regional level.
- **Governance Reform:** Introduction of simple majority voting, mayoral commissioners, and expanded precepting and borrowing powers.

These reforms will enable WMCA to act as a true strategic authority, shaping the future of the region with greater autonomy and accountability.



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# About the role

## Accountabilities

- Leader of the Executive Board, overseeing Board members' contribution to thematic areas, mayoral priorities and leadership responsibilities of the Authority.
- Effectively lead the functions as the Head of Paid Service.
- Lead, shape and drive the long-term vision and corporate strategy of WMCA and its regional priorities, ensuring the effective delivery of programmes and statutory functions.
- Act as the senior contact for the Mayor, Members and Senior Officers of WMCA on all aspects of the work, functions and decision-making of the Combined Authority.
- Act as ambassador for the Combined Authority at the local, regional and national level in partnership with the Mayor, upholding ethical governance and supporting democratic decision-making.
- Oversee the planning and implementation of further devolution and the related English Devolution Accountability Framework (EDAF).
- Work in partnership with statutory officers to uphold effective and transparent governance, with a focus on continuous review and improvement.
- Actively champion people and culture strategic priorities for the promotion of a high performing, diverse and inclusive workforce, reflective of the region we serve.
- Ensuring the organisation complies with the Public Sector Nolan Principles and equality objectives.
- Oversee strategic programmes of transformation, ensuring alignment with WMCA's objectives and successful implementation of change initiatives.
- Provide strategic oversight of budgets and investments, while securing sustainable funding to support long-term objectives.
- Designated 'budget holder' with overall accountability for the revenue budget, capital budget and group budgets.

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# Responsibilities

## Strategic

- Provide effective leadership to the WMCA Board, Mayor and Executive Board to deliver Mayoral and regional priorities.
- Lead the Executive Board to ensure WMCA operates effectively and efficiently to meet its corporate objectives and complies with financial, legislative, employment and governance requirements.
- Drive the development and execution of long-term plans aligned with the Combined Authority's vision, regional strategies, Growth Plan and devolution agreements
- Oversee assurance to the Chairs of Audit, Risk & Assurance Committee (ARAC) and the Overview and Scrutiny Committee on appropriate governance and financial management and controls.
- Influence national policy to reflect the region's priorities, promoting fairness, transparency, and accountability to ensure services are delivered equitably and in the best interest of the community.
- Cultivate strong relationships with national government, regional partners, and private sector stakeholders to deliver WMCA's aspirations through a unified partnership approach.
- Collaboratively set the strategic direction for all areas within the West Midlands Combined Authority.
- Champion innovation, inclusive economic growth, sustainability, and social equity across all programmes.
- Develop devolution proposals in collaboration with stakeholders and participate in negotiations.
- Oversee regular reviews of the WMCA constitution to ensure alignment with values, strategic intent, and public sector best practice.
- Serve as the principal policy advisor to the Mayor and Authority Board on matters of strategy, legislation, and governance.
- Represent the Combined Authority at external meetings, Boards and working groups appropriate to the role of the Chief Executive.



## People

- Lead a high-performing Executive Board, fostering a culture based upon the values of collaborative, driven, inclusive and innovative.
- Promote a values driven culture and high performing organisation through Executive Board leadership.
- Advocate and co-sponsor the development and embedding of the Senior Leadership Forum to ensure the Combined Authority sustains regional leadership and influence across the West Midlands, and nationally.
- Lead and manage the Chief Executive's office in ensuring effective and efficient delivery of WMCA's duties and functions.
- Build organisational capacity and capability through the People & Culture strategy, maintaining inclusive leadership and a focus on employee wellbeing.
- Ensure diversity, equity, and inclusion are embedded across all WMCA policies, practices, and service delivery.
- Motivate and engage employees to reach their full potential, championing innovation and adaptability to meet evolving external needs to deliver excellence.
- Maintain effective relationships with central government and development agencies to influence funding strategies, including Single Settlement and other streams, to support WMCA's policies.
- Oversee stakeholder engagement to provide accurate insights for financial, strategic, and operational decision making.
- Build strong partnerships with senior leaders in constituent and non-constituent authorities, delivery partners, and key stakeholders to support collaboration and best practice sharing.

## Operational

- Ensure the Executive Board meets the needs of WMCA Members, Senior Leadership Forum, and Programme Boards through timely support and information.
- Embed a robust operating model to deliver on the ambitions of the Combined Authorities strategic plans, ensuring the delivery through the portfolio management office, risk management, and quality assurance processes.
- Oversee effective programme delivery in transport, housing, skills, economic development, net zero, and capital investment ensuring alignment with statutory and regional objectives.
- Delivery against Major Capital Investment, the Strategic Growth Plan and associated operational plans.
- Implement and maintain a strong governance framework to support effective decision-making.
- Champion digital innovation, data-driven decisions, and future-ready public services.

## Financial

- Oversee strategic financial planning with the WMCA Board and senior leaders to support Mayoral priorities and strategic objectives.
- Provide strategic oversight of budget development, investment programmes, and fiscal planning.
- Engage with government departments to secure sustainable funding and investment.
- Ensure the sustainable, transparent and responsible use of public funds.
- Ensure value for money and compliance with governance and financial control processes.

## Other

- Represent the WMCA professionally as Head of Paid Service and Executive Board leader, upholding the values and public sector ethical standards.
- Act as a principal ambassador for the region, enhancing the Authority's profile regionally and nationally
- Represent the Authority in key partnerships, including business forums, community groups, government consultations, and media engagements.
- 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?		
Experience	E	D	A	I	T
Substantial track record of outstanding leadership at C-Suite level, including leadership responsibility for a large and complex multi-functional service portfolio, underpinned by relevant professional and leadership qualifications where relevant.	X		X	X	
Detailed understanding of and sensitivity to the political judgements influencing both the overall objectives of the Combined Authority and the ability to work with all political parties.	X		X	X	
Political awareness and demonstrable ability to build effective and appropriate relationships with elected members.	X		X	X	
Detailed understanding of the major strategic challenges facing local government and the public sector as a whole, along with a high level of awareness of the opportunities available for improved collaboration and partnership working.	X		X	X	
Demonstrable experience of overseeing and leading complex and large scale delivery, working effectively in partnership with other organisations and agencies towards mutually beneficial objectives.	X		X	X	
An understanding of the role of the WMCA, its strategic aims and objectives, and the opportunities and barriers it has to develop policy and strategy for the region.	X		X	X	
Experience of successfully managing major change in a large and complex organisation that drives and addresses the widening scope and responsibilities of Strategic Authorities.	X		X	X	
Extensive Executive team leadership experience with evidence of leading by example, influencing, empowering, and motivating senior leaders and teams to deliver and grow.	X		X	X	
Evidence of management of budgets and costs and delivery value for money across asset and people management services	X		X		
Skills/Knowledge/Abilities	E	D	A	I	T
Comprehensive knowledge of wider national policies, legislation and processes that may impact the scope and responsibilities of Strategic Authorities.	X		X		X
Ability and aptitude for working corporately and establishing good working relationships with colleagues across political divides and partner organisations.	X		X	X	
Clear understanding of strong governance, financial, people and performance management.	X		X	X	
Extensive experience of providing sound strategic advice that informs and facilitates successful policy formation and aligns resources to priorities and vision.	X		X	X	
Ability to coach at all levels and can provide a range of business and organisational development solutions and strategies	X		X		
Ability to inspire and lead others to contribute towards achieving organisational success.	X		X	X	
Highly flexible, tenacious and resilient, flexible in a time-pressured environment.	X		X		
Qualification / Education / Training	E	D	A	I	T
Educated to degree level or equivalent	X		X		
Leadership and management qualification or equivalent	X		X		
Evidence of continued 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>Equity &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>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

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 WMCA the best place to work and belong.

Value	Competency	Behaviour
<b>Collaborative</b>	Team Focussed	Works as part of team, managing and leading.
	Service	Customer, resident, and partner focussed.
<b>Driven</b>	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
<b>Inclusive</b>	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
<b>Innovative</b>	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	No ✓	Yes ✓	No	Basic	Standard	Enhanced	None ✓	Yes ✓	No

## Candidate Timeline

- Applications Close:  
Monday, 15 September
- Shortlisting Completed By:  
Thursday, 18 September
- Psychometric Testing:  
Week commencing Monday, 15 September
- Interviews: Two day interview process on 24 and 25 September
- Final Meetings & Employment Committee: Between Monday, 29 September and Friday, 10 October

## How to Apply

The preferred method of application is [online](#).

If you are unable to apply online, please email your application to [response.manager@berwickpartners.co.uk](mailto:response.manager@berwickpartners.co.uk)

All applications will receive an automated response.

All candidates are also requested to complete an online Equal Opportunities Monitoring Form, which will be found at the end of the application process. For detailed information on how we process your personal data, please review our privacy policy on our website <https://berwickpartners.co.uk/privacy-and-cookie-policy/>



In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your CV and application documentation.

Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember not to mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.

If you have any queries or would like more information in regard to this document, please contact:

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[wmca.org.uk/careers](https://wmca.org.uk/careers)