



Job Description

Job Title:	Member Engagement Executive
Directorate/Team:	Member Engagement
Location:	16 Summer Lane (Travel across the Region as and when required)
Responsible to:	Member Relationship Manager
Responsible for:	-
Key working relationships: (internal)	WMCA Appointed Councillors, Customer Relations Team, Governance Services & Scrutiny Colleagues, Communications Team.
Key working relationships: (external)	470 Constituent Councillors and 476 Non-Constituent Councillors.

Purpose of the Post

Building and facilitating productive relationships across Teams within the CA and Local Authorities to help equip Elected Members to fulfil their roles across the Region through the provision of appropriate training and professional development, and accurate information.

To support the Member Relationship Team in maintaining clear communication and a consistent approach across its work, helping to retain its visibility with the Organisation. To use CRM, PowerBi, and any other relevant means to manage accurate records and produce pertinent analysis to help the Team's aspiration for continuous improvement.

This role plays a key role in supporting the visibility, reach, and consistency of WMCA's member engagement activity. It combines operational delivery with insight, data management, and communication responsibilities that help drive continuous improvement and regional collaboration.

Accountabilities

- Ensure the effective delivery of engagement projects in relation to corporate projects/priorities.
- Ensure a consistent tone, style and approach is followed in all engagement work and material produced by the Team.
- Manage the accuracy of all data on the CRM system in relation to Councillors contact records.
- Manage the evaluation process of the Team's engagement, producing high quality data reports on PowerBI.
- Promote the work of the Member Engagement Team across WMCA directorates, supporting strong visibility and alignment with corporate priorities.
- Provide support to the Strategic Lead and Senior Member Relationship Officers to build internal Senior Leaders' relationships with Local Authorities.
- Act as the team's lead for member data integrity, analysis, and reporting, ensuring insights inform engagement planning and decision-making across the Combined Authority.

Responsibilities

Strategic

- Work to ensure that Members Appointed to the WMCA are adequately equipped with the skills and materials they need to be effective in their role.
- Work to support the Senior Member Engagement Officer and Strategic Lead to ensure that the Team are supported in their activities.

- Support the delivery of a joined-up approach to briefing and engaging Constituent Authority Leaders and Chief Executives. - Support the Strategic Lead and Senior Officer in evaluating engagement performance and feeding member feedback into organisational strategy, projects and service design.
People
- Represent the interests and priorities of the Mayor and the Combined Authority, working closely with relevant Teams to ensure clear communication to elected Members - Develop strong, effective, and influential working relationships within the WMCA to ensure the Team's exposure within the organisation is as positive as it can be. - Develop and maintain good relationships with Councillors, acting as an ambassador for WMCA to foster a culture of collaboration and engagement regionally. - Collate material to ensure that relevant Senior Leaders are appropriately briefed before engagements and relevant meetings at Local Authorities.
Operational
- Operationalise the approach to briefing and engaging our Constituent Authority Leaders and Chief Executives, working with Senior Leaders, their support teams (internally and externally) to ensure effective delivery. - Work with teams to identify and then organise All-Councillor Webinars and Briefings. This includes managing the communication of such events to Councillors and ensuring that the CRM system is used to capture the engagement. - Ensure consistency and clarity across all member-facing communications, aligning tone and messaging with WMCA's values and branding guidelines. - Work to ensure that contacts/data within our CRM system is as up to date as possible to maximise the Team's reach. This role will act as the Team's main CRM point of contact. - Work to ensure that all Members appointed to the WMCA have completed, returned and update their <i>Declarations of Interest</i> in accordance with the legislation. - Management of the collation of information following queries raised by Councillors at Scrutiny Meetings/events. - Management of the central inbox used by Councillors to contact the Team/Organisation. - Triage and direct Councillor casework appropriately, working with the Customer Relations Team or responding directly where appropriate. - Manage and deliver an effective Annual Member Engagement Survey – ensuring the questions reflect the data the Team need to continuously improve. - Support in the delivery of the Member Induction and ongoing Member Development and Training programme. - Support in organising and then promoting Councillor visits to raise awareness of the work we do at the WMCA across the Region. - Lead the coordination and delivery of member-facing communications, including the monthly Members' Round-Up, ensuring quality, relevance, and regional visibility. - Proof and support in the writing of reports for Local Authorities.
Financial
None.
Other
- Represent the WMCA in a professional and politically impartial 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		
Experience			E	D	How Evidenced?
Evidence of working with and understanding Elected Member's needs.			X		X

Evidence of working across different teams to collate information.	X		X	X	
Able to demonstrate an understanding of how scrutiny works in a local authority setting, and its impact on decision-making.	X		X	X	
Evidence of working with and meeting the needs of a variety of stakeholders.	X		X	X	
Able to demonstrate professional level written skills and coordinating responses to external stakeholders	X		X	X	
Experience working in a political environment, able to demonstrate discretion and confidentiality when required.	X		X	X	
Evidence of writing reports.	X		X		
Experience managing stakeholder data and using digital tools (e.g. CRM, PowerBI) to support service improvement or engagement planning.	X		X		
Skills / Knowledge	E	D	A*	I*	T*
An awareness of the organisational landscape of the local public sector in the West Midlands.	X		X	X	
Strong communication and coordination skills, with the ability to gather information and present it to different audiences in a clear, engaging, and professional manner.	X		X	X	
Strong attention to detail and ability to extract actionable insights from stakeholder data and feedback.		X		X	
Ability to meet tight deadlines and prioritise a heavy workload	X		X	X	
Ability to build collaborative, trusting and productive relationships.	X			X	
Highly organised, able to prioritise and handle change, and work effectively under pressure and to deadlines.	X			X	
Ability to deal discreetly and diplomatically with commercially sensitive and confidential matters	X			X	
Confident working independently to manage communications, event logistics, and ongoing relationship management.		X		X	
Qualification / Education / Training	E	D	A*	I*	T*
Degree level of education or equivalent experience	X		X		
Relevant professional development or training in stakeholder engagement, communications, data management or public affairs.		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.
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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 ☐	No ☐	Yes ☐	No ☒	Basic ☐	Standard ☐	Enhanced ☐	None ☐	Yes ☐	No ☐

Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family