



Job Description

Job Title:	Strategic Communications Manager – Commercial Marketing
Directorate/Team:	Chief Executive (Communications)
Location:	16 Summer Lane or other site/location
Responsible to:	Director of Marketing & Engagement (Interim)
Responsible for:	2 direct reports with wider matrix
Key working relationships: (internal)	Communications, Executive team, Commercial team, Digital and Data, Finance, Procurement, Transport Leadership Team
Key working relationships: (external)	LA's, Agencies, Regional bodies, National bodies, Central Government

Purpose of the Post

This is a commercially focused strategic marketing role responsible for developing and delivering the integrated offline and digital marketing strategy for the future West Midlands bus network.

The role exists to grow bus patronage, increase revenue, strengthen customer loyalty and change perceptions of the bus as part of an integrated network approach. Working across customer acquisition, retention and behavioural change, the post holder will lead data-driven marketing campaigns that improve commercial performance while supporting wider transport, economic and environmental objectives.

The role will play a critical part in preparing for and supporting the transition to bus franchising, ensuring marketing activity helps build a stronger, more customer-focused public transport network.

Accountabilities

- With the Director of Marketing and Engagement, develop and lead the long-term commercial marketing strategy for the West Midlands bus network.
- Deliver integrated marketing campaigns across digital and traditional channels that increase passenger numbers and revenue.
- Use customer insight, market intelligence and commercial performance data to identify opportunities for growth.
- Lead the planning, delivery and optimisation of high-profile regional campaigns.
- Manage agency partners and suppliers to deliver best-in-class creative, media buying and digital performance.
- Develop a culture of continuous optimisation, testing and measurement, ensuring marketing investment delivers measurable return.
- Manage marketing budgets and commercial investment effectively, ensuring value for money and strong governance.

Responsibilities

Strategic

- Develop and deliver the commercial marketing strategy for the West Midlands bus network, aligned to organisational priorities and commercial objectives.
- Develop the long-term digital marketing strategy alongside the wider commercial marketing strategy.
- Define the digital customer journey, ensuring seamless experiences across all customer touchpoints.
- Support integrated customer acquisition, retention and loyalty strategies that increase patronage and maximise fare revenue.

- Lead the development of annual marketing plans based on customer insight, market analysis and commercial opportunities.
- Identify new audiences, market segments and growth opportunities through research and behavioural insight.
- Develop customer lifecycle marketing strategies using CRM, personalisation and digital channels.
- Provide strategic marketing advice across the Bus Franchising Programme and wider Transport directorates.
- Build strong relationships across the organisation to embed commercial marketing thinking into decision making.
- Monitor emerging marketing technologies, digital trends and industry best practice to maintain a market-leading approach.

People

- Lead and develop a high-performing multidisciplinary commercial marketing and digital marketing team.
- Develop specialist capability across paid media, SEO, CRM, content, analytics and digital campaign management.
- Create a culture focused on innovation, commercial thinking and continuous improvement.
- Manage external agencies, media partners and specialist suppliers to maximise campaign performance.
- Build collaborative relationships across communications, customer experience, digital, commercial and transport teams.
- Influence senior stakeholders using insight, evidence and commercial performance data.
- Champion customer-first thinking across the organisation.

Operational

- Lead the development and delivery of integrated multi-channel marketing campaigns including paid media, digital, CRM, partnerships and offline activity.
- Lead the creation and optimisation of digital content across websites, social media, email and other owned channels.
- Oversee website performance, user journeys, conversion optimisation and content governance.
- Develop CRM strategies to improve customer retention, repeat travel and lifetime value.
- Optimise marketing performance through testing, experimentation and continuous improvement.
- Work closely with insight teams to understand customer behaviour, campaign effectiveness and market trends.
- Develop marketing dashboards and reporting frameworks that demonstrate commercial impact.
- Ensure all marketing activity is accessible, inclusive and customer-centred.
- Lead agency briefing, campaign planning, creative development, media planning and evaluation.
- Support the successful introduction of bus franchising through strategic customer marketing and behaviour change campaigns.
- Ensure marketing supports wider transport integration across bus, rail, Metro, cycling and active travel where appropriate.

Financial

- Support the management of a significant annual marketing budget.
- Ensure marketing investment delivers measurable return on investment and contributes to patronage growth.
- Manage procurement and agency contracts in accordance with WMCA governance.
- Monitor campaign spend, forecasting and financial performance.
- Deliver value for money across all marketing activity.

Other

- Represent Transport for West Midlands and the West Midlands Combined Authority at regional and national events.
- Work flexibly to support major campaign launches and operational requirements where necessary.
- Act as an ambassador for customer-focused public transport across the region.
- Undertake any other duties commensurate with the 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
Developing commercial marketing strategies that drive customer acquisition and revenue growth	X		X	X	
Managing large integrated marketing campaigns across offline and digital channels	X		X	X	
Delivering measurable marketing ROI through data-driven decision making	X		X	X	
Managing significant marketing budgets	X		X	X	
Leading and developing high-performing marketing teams	X		X	X	
Managing creative, digital and media agencies	X		X	X	
Experience within transport, travel, retail, leisure, telecommunications or consumer brands		X	X	X	
CRM, customer lifecycle marketing and loyalty programmes		X	X	X	
Behaviour change or public sector marketing		X	X	X	
Skills / Knowledge	E	D	A	I	T
Strategic marketing planning	X		X	X	
Commercial marketing and revenue growth	X		X	X	
Performance marketing	X		X	X	
Digital marketing channels	X		X	X	
CRM and customer lifecycle management	X		X	X	
Marketing analytics and attribution	X		X	X	
Customer insight and segmentation	X		X	X	
Budget management	X		X	X	
Excellent stakeholder management	X		X	X	
Strong presentation and influencing skills	X		X	X	
Understanding of transport markets and customer behaviour		X	X	X	
Knowledge of bus franchising or regulated transport		X	X	X	
Qualification / Education / Training	E	D	A	I	T
Degree (or equivalent qualification/experience) in Marketing, Communications, Business, or a related field.	X		X		
Evidence of continuous professional development in leadership, management, or specialist areas relevant to marketing and brand.	X		X		
Chartered status or professional membership (e.g., Chartered Institute of Marketing – CIM, Chartered Institute of Public Relations – CIPR, or equivalent).		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 ☐	No ☐	Yes ☐	No ☐	Basic ☐	Standard ☐	Enhanced ☐	None ☐	Yes ☐	No ☐

Job Evaluation Details

Date Evaluation Agreed	Job Family	Level/Grade	JEP Reference