



**West Midlands  
Combined Authority**

## **Job Description**

**Post Title:** Head of Sponsorship

**Directorate:** Transport for West Midlands

**Reports to:** Metro Director

**Direct Reports:** Programme Sponsor (Metro)

**Salary Band:** SM5

**Key Relationships:** Colleagues across Transport for West Midlands, West Midlands Combined Authority, Local Authorities across the West Midlands, West Midlands Rail Executive, West Midlands Rail Programme, Midland Metro Alliance, Rail Industry bodies, Department for Transport, Funding organisations such as Local Enterprise Partnerships, Network Rail, Local and Central Government, Principal Contractor and Consultant leads

### **Role Purpose**

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**.

A senior leadership role that exists predominantly to lead and develop a client sponsorship function for the Metro Programme. This major enhancement programme stretches across the West Midlands Combined Authority (WMCA) area as part of the c£10bn CRSTS funded programme. Working hand in hand with the Midland Metro Alliance (MMA) and Midland Metro Limited (MML) this role has an accountability from concept to delivery on behalf of the client organisation, TfWM. The role requires careful management of client requirements and complex funding arrangements from multiple

sources including government, customers and stakeholders, where WMCA takes on a significant promoter role.

The Head of Sponsorship is accountable for early-stage programme development, balancing funder requirements with a sustainable commercial position, before taking responsibility for delivering business case benefits, developing the funding and investment strategy, project remitting and scoping, alignment of programme outputs, and liaison with clients, customers, stakeholders and third-party organisations.

In addition to these programme specific duties the Head of Sponsorship will take on the overarching accountability as the professional head of sponsorship across TfWM. Setting out a framework for how sponsorship activities should be delivered at TfWM and providing leadership and guidance to navigating the necessary approvals and governance gateways.

With an ambition to create a best practice approach for transport sponsorship, the role will have strong leadership capability, looking to support partner organisations such as WMRE and local authorities on collaborative projects.

## **Responsibilities**

- Determine the organisational and capability requirements of the sponsorship team working closely with the wider leadership team and modal project teams.
- Acting as the professional head of sponsorship, lead the evolution of the Sponsor function, creating an industry leading, sustainable framework to enable consistent delivery of complex programmes efficiently and effectively.
- Champion the Metro programme and represent the benefits to the Board, Executives and outside parties on behalf of WMCA. Own, manage and monitor the high-level scope and benefits of the programme.
- Liaise closely with the Metro Director and Director of Delivery (Transport) to ensure effective programme and budget management for the programme as part of a dynamic, collaborative and effective senior leadership team.
- Lead the Metro sponsorship team to develop and deliver the investment and funding strategy and be accountable for the alignment of funding, benefits and commercial strategy. Lead the negotiations with the funder(s) on the commercial and contractual

terms, particularly taking into account the high value and complexity of the programme.

- Work closely with the integrated transport team to ensure infrastructure solutions which ensure seamless access for the community and all users of transport solutions with high standards of customer satisfaction and operational efficiency.
- Work closely with TfWM asset owners and MML operational leads to ensure the integration of new assets are considered during early stage development; preparing thorough client requirements and ensuring that value for money, risk appetite and whole life costs are considered.
- Be the escalation point for projects/programmes facing issues which require intervention and resolution which are outside of contracted arrangements. Champion client/funder requirements in the resolution of those issues.
- Ensure the implementation and embedding of a governance framework which promotes excellence in decision-making, change management and continuous improvement.
- Be accountable for the implementation of a project lifecycle and stage gate review process which holds delivery teams to account regarding time, cost and delivery scope.
- Lead and manage strategic relationships for the programme. Be the focal point for managing interfaces internally and externally in line with the agreed commercial strategy and communications strategies.
- Lead collaboration activities with various stakeholders, including department heads and external partners to ensure effective communication, alignment of goals, and integration of feedback throughout the programme lifecycle.
- Lead negotiations and resolution of external major scheme interfaces requirements, including Parliamentary Bills / Transport and Works Act Orders, external consents issues, interested parties, landowners, planning authorities, HSE, and other 3rd Parties to optimise the value of the benefit gained for the scheme to WMCA and the funder(s)
- Comply with the requirements of corporate investment regulations, other corporate governance, and the Guide to Railway Investment Projects (GRIP). Adhere to corporate processes, including those relating to legal and corporate affairs.

- Represent TfWM and WMCA at monthly stakeholder briefings, providing advice and direction to peers at local authorities and other key regional stakeholders.
- Deputise for the Metro Director as appropriate, providing accurate and up to date monthly progress reports.
- Research and engage in industry leading best practice approaches to transport sponsorship. Develop strategies and implement frameworks to enable the TfWM practices to remain market aligned.
- Through matrix working provide professional leadership and guidance to the wider sponsor community with WMCA and our partner organisations who collaborate on projects.
- Provide leadership and management for the metro sponsor team members, helping them to ensure their development needs are met and their potential is realised.

## Person Specification

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>			<b>Assessment Method</b>		
<b>Experience</b>	E	D	App*	Int**	Other***
Experienced in the client role for the development and delivery of transport schemes in the Urban Environment, including Rail.	X		X	X	
Demonstrable work in organizational change and establishing functional leadership in a diverse organisation.		X		X	
Ability to work across project lifecycle, transport mode and organisational functions to create and sustain strong programme sponsorship.	X		X	X	
Practical experience in the application of transport planning and programme delivery legislation, processes and procedures, including the implementation of Gateway reviews.	X			X	
Experience of dealing with large complex client portfolios with national and local political complexities.	X			X	
Highly developed leadership and negotiating skills.	X			X	
Extensive sponsorship and investment experience, including developing business cases, securing multi agency funding and managing legal and property interests.	X		X	X	
Experience in preparing (and presenting) reports for all levels of local and national government.	X			X	
Experienced leading programmes through multiple governance hierarchies to provide assurance around use of public spending.	X			X	

<b>Skills/Knowledge/Abilities</b>	<b>E</b>	<b>D</b>	<b>App</b>	<b>Int</b>	<b>Other</b>
Demonstrable application of current and emerging industry practice and Government guidance around transport and major programme delivery.		X		X	
Ability to build and maintain effective partnerships and influence senior stakeholders across a large, complex organisation and engage them in adopting new ways of working to improve project delivery performance.	X			X	
Excellent negotiation and influencing skills, ability to shape decision making among multiple stakeholders.	X		X	X	
Ability to research and synthesise complex subjects into practical, cost-effective and timely action plans and solutions	X			X	
Ability to represent WMM at local and national industry events, consultation meetings and in meetings with stakeholders.	X			X	
Commercially astute, persuasive, and customer focused.	X			X	
Ability to work well under pressure, demonstrating agility, drive, and solution focused attitude	X			X	
Proven leadership skills showing passion, commitment and credibility in delivering strategic change programmes.		X		X	
Thorough knowledge / understanding of light or heavy railway environment, especially in the context of government and funding partners.	X		X	X	
Team player, strong leadership style, people management and communication skills.	X			X	
Sufficient seniority and credibility to advise programme and project managers on their projects for the benefit of the programme.	X			X	
<b>Qualifications/ Professional Memberships</b>	<b>E</b>	<b>D</b>	<b>App</b>	<b>Int</b>	<b>Other</b>
Qualified to degree level or equivalent.	X		X		
Membership of an appropriate professional organisation		X	X		
MBA or other related postgraduate qualification.		X	X		

\* Application

\*\* Interview

\*\*\* Details will be shared at interview stage

### Core Expectations

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.

<b>Value</b>	<b>Competency</b>	<b>Behaviour</b>
Collaborative	Team Focused	Works as part of team, managing and leading.

	Service Driven	Customer, resident and partner focused.
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.

### **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. Primary base is Birmingham, but post holder may be expected to work in various locations in the WMCA area as required.