



Job Description

Post Title:	Travel Behaviour Specialist
Directorate:	Transport for West Midlands, Network Resilience
Reports to:	Senior Travel Behaviour Specialist
Direct Reports:	0
Salary Band:	SP30-SP34

Key Relationships: WMCA (including Human Intelligence, Cycling and Walking team, Transport Innovation, Human Intelligence and Wellbeing and Prevention); Midland Metro Limited; public transport operators; funding bodies; local authorities and partners such as schools and educational establishments.

Role Purpose

To support the delivery of behaviour change projects and marketing initiatives that encourages the use of alternative modes to the single occupancy private vehicle, in a range of settings, including workplaces, communities, schools, colleges and universities. To work with partners and communities to develop projects and resources that respond to the needs of the people of the West Midlands, by harnessing all available resources to promote active travel, including supporting the wider organisation's ambition to reimagine transport as part of the new Local Transport Plan.

Responsibilities

- Ensure the organisational understanding of community movement needs as it relates to travel for work, education, leisure and other activities fully utilising the personas and segmentation of our region.
- Develop and deliver activities and events which market the use of active travel and public transport and utilises the principles of our demand management approach i.e. (4Rs)
- Support the development of activities and initiatives with the Safer Travel team including Tackling Violence Against Women and Girls on the public transport network and TfWm estate.
- Supporting the wider organisational response during periods of disruption caused by construction projects, loss of modal capacity or severe weather.
- Support the development of behaviour change initiatives across the organisation within our policy framework of Avoid, Shift and Improve.
- Supporting the demand management, programme mitigation and active travel within TfWM and the wider organisation as part of the new Behaviour Change Hub. Actively working with the Regional Transport Coordination Centre in delivering responses to disruptions across the transport system.

- Develop innovative resources as well as providing advice and support for engaging a diverse range of people who live, work or travel in the West Midlands.
- Bring organisations and education institutions together in order to support cooperation and skill-sharing between them, ensuring best practice is adopted.
- Support participants, organisations, institutions and local authorities when needed in the consultation, planning and delivery of travel plans and safe walking and cycling routes.
- Develop links between local stakeholders, participating groups, organisations and institutions, including local authorities, partners supporting modal shift, the charity sector, road safety officers' groups and other relevant bodies.
- Manage project reporting schedules, compile progress reports and ensure all project reporting is completed to deadlines.
- Ensure meetings are administered, with the provision of agendas, notes and actions where required.
- Maintain up to date records of activities delivered, number of participants and other data relevant to Key Performance Indicators (KPIs).
- Provide stories and information for WMCA Communications directorate (who will liaise with other media partners) and project literature.
- Represent WMCA at local, regional and national levels, including conferences, showcasing the positive impacts of active travel.
- Prepare and send timely responses to customer relations enquiries.

Person Specification

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>			Assessment Method		
Experience	E	D	App*	Int**	Other***
Partnership working within a community-based or environmental project and/or experience of delivering a behaviour change project.	X		X	X	
Experience of delivering multiple projects with competing priorities.	X		X	X	
Knowledge and understanding of policies, challenges and initiatives relating to the West Midlands.	X			X	
Ability to build strong relationships with internal and external stakeholders across sectors to develop projects and achieve results	X			X	
Able to draft and present reports, technical documents, presentations and other communications in a timely and effective manner.		X		X	
Skills/Knowledge/Abilities	E	D	App	Int	Other
Excellent communication and interpersonal skills, with the ability to represent WMCA in a credible and effective way at meetings with stakeholders.	X		X	X	
Ability to effectively prioritise, manage multiple priorities, make effective decisions and stay calm under pressure.	X			X	

Experience of using data and analysis to inform travel behaviour change projects and the role of automation and online portals in tracking change at scale, such as via Modeshift and Love to Ride.	X			X	
Strong analytical and presentation skills, including experience of using Microsoft Office products including Word, Excel, PowerPoint, SharePoint and Teams.		X		X	
Qualifications/ Professional Memberships	E	D	App	Int	Other
Educated to Degree standard or equivalent work experience		X		X	
Membership of a relevant professional organization.		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.

Value	Competency	Behaviour
Collaborative	Team Focused	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.

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., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis