



Job Description

Job Title:	Accessible Design Officer
Directorate/Team:	Communications
Location:	16 Summer Lane or other site/location
Responsible to:	Senior Designer (and matrix reporting to Disability and Inclusion Manager)
Responsible for:	N/A
Key working relationships: (internal)	Communications teams, Technology and Insights, Systems Change and Inclusion, People and Culture Services
Key working relationships: (external)	Marketing agencies, digital agencies, external accessibility auditors

Purpose of the Post

To provide expertise within Communications and the wider organisation on best-practice, sector leading approach to digital and offline accessibility. Going above and beyond our legal obligations to ensure we meet the needs of our residents and service users.

Working in multi-disciplinary teams, you'll be the champion for accessibility across all WMCA channels – internal and external - ensuring that everything we deliver is reachable by as many people as possible.

Accountabilities

Work with the Design Team Manager and Strategic Communications Manager - Digital to define and establish accessibility best practice for WMCA across external channels – exploring emerging technologies and innovative approaches to leading positive change and inclusion.

Establish minimum standards of accessibility across channels and define alternative formats where appropriate. Implement SLAs with providers to ensure a clear mechanism for alternative format development and delivery.

Work closely with software development teams to provide advice and guidance on WCAG principles and technical compliance, ensuring digital experiences meet WCAG standards.

Accountable for the accuracy and continuous improvement of Accessibility Statements across the WMCA digital estate, ensuring they are regularly reviewed and accurate.

Write guidance and documentation to support the organisation in complying with accessibility regulations, and beyond to ensure we lead an exemplary region for disabled people.

Responsibilities

Strategic

- Lead development and implementation of an accessibility strategy for the organisation's communications
- Work flexibly and with integrity to meet the needs of the WMCA and the Communications function
- Regularly share knowledge on accessibility best practice, including updates to WCAG, with internal delivery teams
- Work with the Procurement team to ensure procured digital products are compliant, accessible and inclusive
- Work with the Systems Change and Inclusion team to support the strategic direction and growth of West Midlands an exemplary region for disabled people

People

• Deeply understand business and user needs, helping to shape them from an accessibility perspective • Advocate for disabled people with communications and digital projects, adopting a user-centric focus • Provide informal mentorship on accessibility best practice to Designers and other Communications specialist teams – regularly providing expertise in reviewing outputs, ensuring they're reachable by the widest possible audience • Manage relationships with external accessibility auditors, procuring services as required • Shape and manage organisational wide accessibility training ensuring all staff have a fundamental understanding of accessibility principles • Work with external developers and other teams responsible for websites and digital platforms across the organisation to ensure compliance with accessibility • Drive understanding within the organisation and help to shape best practice, embedded within making the West Midlands an exemplary region for disabled people • Work with People and Culture services to ensure recruitment templates, adverts and application processes are accessible and engaging
Operational
• Build test plans, considering automated and manual testing methodologies, to audit communications outputs and digital experiences for accessibility compliance • Provide input and advice to internal and external project delivery, to ensure accessible design principles are embedded in all stages of the project lifecycle • Define and manage a regular audit schedule for the WMCA digital estate – covering internal and external digital experiences • Work with Designers to help shape user research activity through an accessibility lens • Manage and oversee delivery of a programme of remedial work for website compliance with accessibility • Use quality assurance tools (such as Acquia Web Governance) to identify and action issues on owned websites
Financial
• Procure external accessibility auditor support as required • Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.
Other
• Represent the WMCA in a professional manner. • 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*
Experience of working in a public sector environment		X	X		
Demonstratable experience in leading automated and manual testing using assistive technologies	X			X	X
Previous experience in an accessibility focused role, or able to demonstrate broad lived experience and understanding	X		X		
Skills / Knowledge	E	D	A*	I*	T*
Expert knowledge of existing and emerging accessibility guidelines and standards, particularly WCAG	X			X	
Understanding of web technologies – HTML, CSS, JavaScript, WAI-ARIA	X			X	
Ability to manage projects with competing deadlines	X			X	

Excellent interpersonal skills	X			X	
Ability to positively influence stakeholders of all levels	X				
Knowledge of testing with a range of assistive technologies, such as screen readers, speech recognition and magnification tools	X			X	X
Qualification / Education / Training	E	D	A*	I*	T*
Training in accessible design principles		X			
Educated to degree level or equivalent		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.
Matrix Working	Work in a matrix way when required by actively collaborating across traditional boundaries—such as directorates, functions, or geographic areas—to achieve shared goals. Depending on your role, you may contribute to multiple projects or workstreams, often working alongside different teams and leaders.
Business Continuity	All staff should actively participate in business continuity training and exercises when required, ensuring they understand and follow business continuity plans and procedures to maintain organisational resilience during disruptions.
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							
Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes ☐	No ☒	Basic ☐	Standard ☐	Enhanced ☐	None ☒	Yes ☐	No ☒

Job Evaluation Details			
Date Evaluation Agreed	JEP Reference	Grade	Job Family