



## Job Description

<b>Job Title:</b>	Project Sponsor – Active and Sustainable Communities
<b>Directorate/Team:</b>	TfWM / Network Resilience / Active and Sustainable Communities
<b>Location:</b>	16 Summer Lane or other site/location
<b>Responsible to:</b>	Head of Active and Sustainable Communities
<b>Responsible for:</b>	Project Officer x 2 Project Support Officer
<b>Key working relationships:</b> (internal)	Matrix of interfaces to include – Active Travel and Sustainable Communities Teams and Network Resilience Directorate, Delivery Directorate, WMCA Project Sponsor Network, WMCA Governance, Procurement, Legal and Finance, Communications and Engagement teams, Active Travel and Road Safety Commissioners
<b>Key working relationships:</b> (external)	Local Authorities, Consultants, Active Travel England, Active Travel Partners, Professional Groups and Networks.

### Purpose of the Post

- The role of the Project Sponsor is to act as client for Active and Sustainable Communities service for the development and implementation of projects across the West Midlands, working with a project team. These projects will focus specifically on sustainable and active travel development, engagement and activation.
- The Project Sponsor is responsible for building effective working relationships with a wide range of internal and external stakeholders, to ensure that projects will meet the requirements of promoters, funders, and stakeholders in areas such as cost, schedule, scope, and benefits.
- The Project Sponsor is responsible for working across the service on the development of business cases, through to funding approval, and overseeing the projects through delivery.
- The role will ensure that all projects are progressed within the appropriate project management and governance structures in a collaborative manner, maximising the effectiveness of the project objectives, outcomes and financial targets against monitoring and evaluation requirements.

### Accountabilities

- Act as Sponsor lead for the Active and Sustainable Communities service under the direction of the Head of Service.
- Ensuring overall success, delivers benefits aligned to strategy, manages risk, champions key decisions and acting as a link between the project and Senior Leaders.
- Work effectively and collaboratively with internal & external Stakeholders.
- Be accountable for the overall success of projects, ensuring they deliver on intended business benefits, aligns with strategy, and stays viable by providing resources, making key decisions, managing risks, championing the projects, and acting as the link between the project, the team, and senior management.
- Designated 'budget holder' with overall accountability for a revenue and/or capital budget or a group of budgets.

### Responsibilities

Strategic

- Prepare high quality reports, briefings, business cases, and other governance materials to support evidence-based decision making. Where necessary, identify and address evidence gaps or areas of concern to ensure that decisions are robust.
- Act as a trusted client-side sponsor, offering constructive challenge and support to project managers and delivery partners throughout the project lifecycle.
- In collaboration with the project team, interrogate and challenge projects to monitor the delivery of agreed outcomes and requirements. Proactively identify emerging risks and challenges, and work with project teams to identify and implement mitigations and responses.
- Proactively reviewing emerging activity in projects to identify areas for improvement, alignment or collaboration that better serves the programme and its outcomes.
- Work flexibly and with integrity to meet the needs of the WMCA and the Network Resilience function.

### **People**

- Establish, develop and maintain effective relationships, internally and externally, to manage the interests and requirements of the West Midlands Combined Authority, partners and other stakeholders, and champion our projects through presentations, briefings, and public engagement.
- Matrix-manage internal colleagues to ensure timely delivery of agreed actions and maintain programme momentum.
- Liaising with stakeholders in WMCA to ensure the smooth commissioning of services, including the provision of informative and accurate reporting information.
- Lead and manage a team, fostering collaboration, innovation, and professional development.

### **Operational**

- Lead on the transitioning of projects into delivery for implementation, while maintaining accountability for delivery of project benefits and other functions. Agree operational arrangements, including agreeing any ongoing costs and asset ownership..
- Establish, develop and maintain effective relationships, internally and externally, to manage the interests and requirements of the West Midlands Combined Authority, partners across the sector, and other stakeholders, and champion our projects through presentations, briefings, and public engagement.
- Track progress, resolve issues, and manage risks effectively.
- Drive process improvements and adopt best practice to enhance organisational resilience and operational efficiency.
- Ensure that the project officer team establish clear timelines and deliverables, schedules, progress updates and impact and evaluation reports.

### **Financial**

- Be responsible for formally agreeing funding through legal agreements, working with internal teams and external partners.
- Ensure that legal agreements or contracts are in place for any grant or project delivered as part of the programme, in alignment with any WMCA grant funding conditions.
- Ensure the projects are delivered within the approved funding envelope and remain aligned with authorities.
- Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.

### **Other**

- Identify and champion opportunities for improvement, based on lessons learned from across the programme and elsewhere, and contribute to the delivery of an effective sponsorship function across WMCA.
- Represent the WMCA professionally, using our core values of collaboration, innovation, inclusion and driven.
- 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?		
	E	D	A*	I*	T*
<b>Experience</b>					
Experienced in the management of the delivery of behaviour change/active travel projects		X	X	X	
Practical experience in the applications of project management processes and procedures and the implementation of Gateway reviews /SRO Health check	X		X		
Experience in preparing (and presenting) reports for submission to partners, stakeholders and to the Authority/funder	X		X		
Experienced in the management/co-ordination of multi-disciplinary teams and of the commercial management of contractors and professional services providers	X		X		
Line Management Experience	X		X		
<b>Skills / Knowledge</b>	<b>E</b>	<b>D</b>	<b>A*</b>	<b>I*</b>	<b>T*</b>
Management of project budgets	X		X		
A proven track record of open and honest communication	X		X	X	
Demonstrable ability to set a high standard in championing outward facing communications	X			X	
Ability to represent WMCA/TfWM at local and national industry events, consultation meetings and in meetings with stakeholders	X			X	
Excellent written and verbal communication skills	X		X	X	
Able to demonstrate a collaborative approach to working with stakeholders and delivery partners	X			X	
<b>Qualification / Education / Training</b>	<b>E</b>	<b>D</b>	<b>A*</b>	<b>I*</b>	<b>T*</b>
Educated to degree level or equivalent work experience	X			X	
Qualification in Project/Programme Management	X			X	
Membership of an appropriate professional organisation (e.g. APM)			X	X	

\*Key: A = Application, I = Interview, T = Testing/Assessment

Core Expectations	
<b>Health, Safety &amp; Wellbeing</b>	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.
<b>Equality &amp; Diversity</b>	Promote and champion equality and diversity in all aspects of the role.
<b>Learning &amp; Development</b>	Participate in and take responsibility of any learning and development required to carry out this role effectively.
<b>Performance Management</b>	Actively engage in the performance management process and take responsibility for managing performance outcomes.
<b>GDPR</b>	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.
<b>Adherence to Policies</b>	Be aware of and comply with all organisation policies.
<b>Matrix Working</b>	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.
<b>Business Continuity</b>	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.

<b>Other</b>	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

<b>Collaborative</b>	We work as one organisation, building trust, connection and shared purpose across teams and partners to create the biggest impact for our region.
<b>Inclusive</b>	Every voice matters – we create belonging, fairness and psychological safety so everyone can thrive.
<b>Innovative</b>	We think future and act smarter – embracing curiosity, creativity and continuous improvement to shape the future.
<b>Driven</b>	Focused on impact – leading with clarity, care and courage to deliver meaningful results for the West Midlands.

Our culture is built on collective leadership, where everyone plays a part in shaping how we work and succeed together. Guided by our values, we create an environment where people feel valued, supported and able to contribute their best. Through behaviours grounded in clarity, care and courage, as set out in our Leadership Statement we are making the West Midlands Combined Authority the best place to work and belong.

### Additional Post Requirements

Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

### Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family
24/3/26	JEP790	SP40-SP44	
<b>Position Reference</b>	CA12360, CA12359, CA13461, CA12005		