

Job Description

Post Title:	Strategic Partnership Manager
Directorate:	Strategic Partnerships and Integration
Reports to:	Head of HS2 and Strategic Partnerships
Direct Reports:	0
Salary Band:	39-43

Key Relationships:

WMCA Corporate Leadership Team, WMCA Directors & Senior Officers, TfWM Leadership Team, TfWM & WMCA communications teams, Local Authority Partners inc. Councilors, Directors & Senior Officers, private sector partners including transport providers and developers

Role Purpose

As a Strategic Partnership Manager, your role is to develop and maintain strategic partnerships on behalf of the TfWM & wider WMCA. You will be responsible for identifying potential partners, negotiating partnership agreements, and managing relationships to drive opportunities to achieve organisational objectives.

This role requires strong political acumen, excellent communication and negotiation skills, and the ability to think strategically and foster long-term strategic relationships.

Responsibilities

- Identify and evaluate potential strategic partners that align with TfWM/WMCA goals and objectives.
- Initiate contact and build relationships with potential partners to explore collaboration possibilities.
- Conduct market research and analysis to identify partnership opportunities in target strategic partners.
- Develop and deliver a Stakeholder Engagement Strategy and agree necessary metrics so as to report performance against approved criteria.
- Maintain detailed CRM database of Strategic Partnerships undertaking a detailed stakeholder mapping and monitoring exercise on a quarterly basis.

- Lead negotiation processes to establish mutually beneficial partnership agreements with regional and national partners.
- Define partnership arrangements, where appropriate contractual obligations, and performance metrics.
- Ensure internal senior and strategic personnel are kept abreast of project developments and potential issues as they arise.
- Collaborate with legal and finance teams to ensure agreements adhere to WMCA/TfWM policies and regulations.
- Foster strong relationships with key strategic partners, acting as the main point of contact.
- Act as the key point of contact and coordinate joint initiatives, projects, and activities to drive mutual success.
- Track and monitor partnership performance against agreed-upon metrics and objectives.
- Analyse partnership performance data and provide regular reports to internal stakeholders.
- Identify areas for improvement and implement strategies to optimise partnership outcomes.
- Represent the WMCA/TfWM at stakeholder briefings, providing advice and direction to peers at local authorities and to other partners.
- Liaise regularly with the Finance department to ensure example projects are within budget.
- Research best practice, and implement amendments where required, to enable the WMCA/TfWM practices to remain market aligned.

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***
Proven experience in strategic partnership management or business development roles.	X		X	X	
Proven project management experience with the ability to handle multiple priorities simultaneously.		X	X	X	
Experience of developing and maintaining detailed CRM systems		X	X	X	
Experience of having worked in a political position with direct engagement with the public & private sectors	X		X	X	
Skills/Knowledge/Abilities	E	D	App	Int	Other
Strong negotiation, influencing, and relationship-building skills.	X		X	X	
Excellent verbal and written communication skills, with the ability to articulate complex ideas clearly and concisely.	X		X	X	
Analytical mindset with the ability to interpret data and make data-driven decisions.	X		X	X	

Qualifications/ Professional Memberships	E	D	App	Int	Other
Bachelor's degree in business administration, Communications or Marketing, or a related field.		X	X		
APM or similar in project management		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