



**West Midlands
Combined Authority**

Job Description

Post Title: RTCC Customer Information and Communications Officer

Directorate: Network Resilience

Reports to: RTCC Manager

Direct Reports: 0

Salary Band: SP24 – SP28

Key Relationships:

Network Resilience Directorate, Network Delivery, Communications, WMRE, Metro, Bus Operators, Network Rail, Train Operating Companies, National Highways, Local Authorities

Role Purpose

The Regional Transport Coordination Centre (RTCC) will be a multi-agency operation providing a unified and common view of the transport network to ensure the level of regional coordination needed to support local authorities, emergency services and transport service providers across the region.

In this role you will work closely with a range of Transport for West Midlands (TfWM) colleagues across Operations, Communications, Marketing, Customer Services and Network Resilience, as well as external partners from across the West Midlands, including National Highways, Network Rail, local authorities, and West Midlands Rail, West Midlands Metro and bus operators. The role involves communicating to and engaging with customers around travel information using a range of digital channels, supporting the communication efforts of multiple internal teams and providing communication support during live travel incidents. The role will ensure that the travelling public of the West Midlands has access to accurate, timely, consistent travel information.

The role also plays a vital role in ensuring travel information on the Network West Midlands website is maintained and always up to date.

Accountabilities (Deliverables):

- Clearly communicate travel information via a range of digital channels to assist the travelling population of the West Midlands;
- Effectively support and contribute to communications and marketing campaigns for major events and planned disruption to the West Midlands transport network;
- Monitor multiple digital sources of transport and travel information from a range of partners to contribute to the provision of network intelligence within the RTCC environment ;

- Ensure the Network West Midlands website contains up-to-date travel information including planned and unplanned disruption across multiple transport modes;
- Communicate clear, accurate, up to date travel advice to assist journey planning during times of disruption and major incidents affecting the West Midlands transport network;
- Respond to inbound social media enquiries relating to travel information and disruption in a timely manner ensuring tone of voice is appropriate to the channel(s) used in accordance with set guidance for customer engagement; and
- Assist in the development and improvement of operational processes and procedures that govern the use of digital communications in event-based and incident travel communications.

Responsibilities (Duties):

- Monitor a range of digital sources of travel information including social media channels for transport partners across the West Midlands;
- Create, plan and publish digital communications across social media channels including Twitter, Facebook and Instagram;
- Manage an 'Incident Capture System' to publish travel information on travel disruption to the Network West Midlands website;
- Publish social media content across multiple channels using TfWM social media management platform;
- Engage with and respond to inbound enquiries from the public via TfWM and Network West Midlands social media channels;
- Work closely with TfWM colleagues ensuring a coordinated and consistent approach to communications and engagement;
- Coordinate TfWM communications relating to travel disruption with regional colleagues and partners to ensure consistency across the region;
- Ensure relevant and identified stakeholders are informed and involved through the exploitation of appropriate communications channels;
- Work collaboratively with a range of external partners including National Highways, Network Rail, West Midlands Rail, West Midlands Metro, local authorities, bus operators and the West Midlands Police;
- Provide out of hours travel disruption communication support in the event of incidents and unplanned disruption affecting the West Midlands transport network; and
- Any other duties and tasks appropriate to the level and grading of the post as may be required from time to time.

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***
Experience of producing written content for social media channels	X		X	X	
Experience of digital engagement via social media – experience of liaising with the public via Twitter and Facebook	X		X	X	
A background in Customer Service - specifically with experience engaging with the public via social media		X	X	X	
Experience working in Communications, PR or Marketing		X	X	X	
Sound working knowledge and good understanding of the highways, traffic, and transportation sectors		X	X	X	
Experience of working in Control or Coordination Centres		X	X	X	
Skills/Knowledge/Abilities	E	D	App	Int	Other
Knowledge and understanding of social media platforms	X		X	X	
Excellent communication skills, both written and verbal	X		X	X	
Ability to analyse, interpret and communicate complex information quickly	X		X	X	
Strong writing skills with experience of communicating with external audiences in writing	X		X	X	
Excellent stakeholder management skills with both internal and external stakeholders	X		X	X	
Qualifications/ Professional Memberships	E	D	App	Int	Other
Educated to Degree level		X	X		
Educated to A-Level or equivalent, ideally with qualifications related to English and Media or Communication;	X		X		
Accredited Communications, Marketing or Journalism 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.

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