



Job Description

Job Title:	Graduate Commercial Activity Officer
Directorate/Team:	Bus Franchising/Commercial Activity Team
Location:	16 Summer Lane or other site/location
Responsible to:	Head of Commercial Activity
Responsible for:	N/A
Key working relationships: (internal)	This postholder will develop key relationships across the organisation to support in the provision of key programmes or services for the Commercial Activity team.
Key working relationships: (external)	

Purpose of the Post

The WMCA Graduate Development Programme is a structured early careers pathway designed to develop the next generation of public sector leaders. Regardless of the directorate or discipline you join, all graduates benefit from a development framework, including a structured development programme, mentoring, peer cohort activity, and regular touchpoints to support your growth throughout the scheme.

This role sits within that programme and is ideal for a commercially minded graduate who will join the newly established Commercial Activity team within Transport for West Midlands (TfWM). This role will play a key part in growing non-public transport ticketing revenue streams, including advertising, rental leases, commercial partnerships, film and photography, and new marketing opportunities across our portfolio of bus stations. You will gain real-world experience contributing to work that matters, while building skills, knowledge and professional networks.

Accountabilities

- Support the planning, delivery, and evaluation of new revenue streams, projects and services across the organisation, contributing to measurable outcomes.
- Contribute to operational effectiveness by undertaking administrative, analytical, and coordination tasks with increasing independence.
- Fully engage in structured training and development activities, completing all graduate scheme requirements and learning objectives.
- Demonstrate professionalism, intellectual curiosity, and a proactive approach to continuous improvement.
- Maintain confidentiality and integrity in handling sensitive information.
- Uphold organisational values and maintain confidentiality in all aspects of work.

Responsibilities

Strategic

- Assist in the development of new revenue streams and cost-saving initiatives by gathering data, insights and stakeholder input.
- Contribute to horizon scanning and research new revenue activities and cost-saving innovations that inform long-term planning, innovation and policy development.
- Participate in cross-departmental initiatives that align with organisational priorities such as sustainability, digital transformation, and inclusion.
- Support performance reporting and help track progress against strategic objectives.
- Work flexibly and with integrity to meet the needs of the WMCA and the Commercial Activity team.

People
<ul style="list-style-type: none"> • Build collaborative relationships with colleagues, mentors, and managers across the organisation. • Work collaboratively to achieve the benefits of change, meeting customer/stakeholder expectations on time and within cost constraints. • Regularly engage with mentors or supervisors to gain insights and improve your performance. • Actively contribute to team meetings and contribute to a positive, inclusive working environment. • Refine communication, leadership, and interpersonal skills through feedback and real-world application. • Represent the organisation professionally when interacting with external partners or members of the public.
Operational
<ul style="list-style-type: none"> • Support the development of sales collateral and a communications plan to position Transport for West Midlands as a desirable advertising space for brands. • Assist with growing a database of key contacts in the creative sector (events, film, festivals) as well as other potential partnerships. • Coordinate and support meetings, workshops, and events, ensuring smooth logistics and effective follow-up. • Provide timely and accurate information to support team decision-making and service delivery. • Participate in advanced training, shadowing, and professional development to deepen subject matter expertise. • Use digital tools and systems to manage complex tasks, workflows, and collaborative projects. • Assist in the preparation of reports, presentations, and communications tailored to internal and external audiences. • Respond to enquiries and requests from colleagues and stakeholders in a timely and professional manner, resolving issues where required, including management of the Commercial inbox. • Support the development of operational plans and contribute ideas for future activities or improvements. • Maintain logs of your work, including progress reports, learning outcomes, or any required documentation as required as part of learning.
Financial
<ul style="list-style-type: none"> • Support financial processes including purchase orders, expense tracking, and invoice management with accuracy and accountability. • Contribute to budgeting, financial planning, and value-for-money processes through analysis and stakeholder engagement, developing knowledge through shadowing and training. • Ensure accuracy and attention to detail when handling financial data or documents. • Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.
Other
<ul style="list-style-type: none"> • Complete all graduate scheme modules and assessments within agreed timeframes. • Uphold the organisation's values: collaborative, inclusive, innovative and driven. • Take part in internal development programmes, networking events, and mentoring opportunities as required. • Represent the WMCA in a professional manner. • Undertake such tasks as may reasonably be expected, commensurate with the scope and level of the role. • Commitment to at least 3 days per week in the office and comfortable travelling across the West Midlands region.

Person Specification

Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	E	D	A*	I*	T*
Experience working in a team environment (e.g. university, volunteering, part-time job)	x		x	x	
Experience supporting projects or events	x			x	
Confident in using Microsoft Office (Word, Excel, Outlook)	x		x	x	
Skills / Knowledge	E	D	A*	I*	T*
The ability to work well with others, showing awareness of diversity, emotional intelligence, and political sensitivity.	x		x	x	

Able to communicate clearly and confidently, adapting style to suit different audiences and put ideas across effectively.	x		x	x	
Able to manage time and priorities to meet goals and support change.	x		x	x	
The ability to act on own initiative and take responsibility for decisions to achieve results.	x		x	x	
The ability to use creativity and analysis to problem solve and find cost-effective solutions.	x		x	x	
Able to actively pursue learning and development, showing resilience and a positive attitude to change and setbacks.	x		x	x	
An understanding of the role of a combined authority in shaping and delivering strategic services and fostering regional growth.	x		x	x	
Ability to work effectively in a hybrid environment, combining remote and office-based work.	x			x	
Qualification / Education / Training	E	D	A*	I*	T*
Willingness to complete a graduate scheme	x				x
A minimum 2:2 undergraduate degree (ideally in marketing, advertising or business), gained within the last 5 years (or other level 6 qualification)	x		x		
Evidence of ongoing personal or professional development		x	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	
Collaborative	We work as one organisation, building trust, connection and shared purpose across teams and partners to create the biggest impact for our region.
Inclusive	Every voice matters – we create belonging, fairness and psychological safety so everyone can thrive.

Innovative	We think future and act smarter – embracing curiosity, creativity and continuous improvement to shape the future.
Driven	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
Position Reference			