



Job Description

Job Title:	Talent Acquisition Programme Manager (2 YEAR FTC)
Directorate/Team:	People & Culture – Talent, Reward & Workforce Planning
Location:	16 Summer Lane or other site/location
Responsible to:	Head of Talent, Reward & Workforce Planning
Responsible for:	Talent Acquisition Manager, Executive Talent Acquisition Partner and Project and Systems Lead
Key working relationships: (internal)	Executive Directors, Chief Officers, Heads of Service, Programme Management Office, People Business Partners, Finance SLT, Organisational Development & Change, Reward, Talent Acquisition, Inclusion, People Service Centre
Key working relationships: (external)	External partners including Local Authorities, Government departments, workforce planning networks, labour market insight providers.

Purpose of the Post

To lead a time-limited programme of Talent Acquisition transformation and strategic talent initiatives that supports delivery of the People and Culture Strategy and strengthens WMCA's ability to attract and engage future talent.

The role sets the direction, rhythm and pace for a coordinated portfolio covering employer brand, employer value proposition, early careers, future talent pipelines, attraction campaigns, partnerships and talent-market engagement.

Working with the Head of Talent, Reward and Workforce Planning and Workforce Planning colleagues, the postholder will translate agreed workforce priorities and insight into targeted talent programmes. The role provides leadership above operational Talent Acquisition delivery, manages senior talent leads and ensures the programme portfolio delivers measurable and sustainable outcomes.

Accountabilities

- Shape and deliver WMCA's strategic approach to talent programmes, ensuring activity supports future workforce capability and organisational priorities.
- Establish sustainable talent pipelines that respond to current and future skills needs, particularly in priority and hard-to-fill areas.
- Translate workforce planning insight into targeted talent solutions, working closely with workforce planning, OD, inclusion, reward and talent acquisition colleagues.
- Strengthen WMCA's employer proposition and external talent presence, ensuring the organisation is positioned as an attractive and inclusive employer.
- Develop external partnerships that support access to diverse talent pools, future skills pathways and regional employment priorities.
- Ensure talent programmes are evidence-led, measurable and continuously improved based on data, outcomes and organisational need.
- Provide senior specialist advice to leaders on talent market challenges, attraction risks and future talent opportunities.
- Ensure talent technology and digital tools enable effective attraction, engagement, pipeline management and reporting.

- Ensure talent initiatives support WMCA's wider inclusion, workforce sustainability and organisational development objectives.

Responsibilities

Strategic

- Develop and deliver a prioritised Talent Programmes roadmap aligned with the People and Culture Strategy, Corporate Plan and the role's two-year transformation remit.
- Own the organisation's portfolio of strategic talent programmes and initiatives.
- Translate workforce planning insights into defined talent attraction and pipeline solutions, without assuming ownership of workforce strategy
- Lead the development and evolution of WMCA's Employer Value Proposition and Employer Brand.
- Establish sustainable and diverse talent pipelines for critical and hard-to-fill workforce areas.
- Lead strategic early careers programmes including apprenticeships, graduate pathways, internship programmes and future talent initiatives.
- Identify innovative approaches to attracting talent in priority skill areas.
- In conjunction with the Workforce Development team develop strategic partnerships with educational institutions, professional bodies, local authorities, combined authorities, and external talent networks.
- Ensure WMCA maintains a compelling and competitive position within the talent marketplace.
- Define benefits, measures and evaluation methods for each programme, including return on investment where appropriate.
- Embed inclusion and accessibility in programme design, delivery and evaluation.
- Act as senior owner of the Talent Technology Roadmap, including ATS strategy, system optimisation, and digital enablement across the talent lifecycle.
- Work flexibly and with integrity to meet the needs of the WMCA and the People & Culture function.

People

- Provide strategic leadership, coaching and professional development to talent and workforce specialists, building organisational capability and supporting succession within the function
- Act as a senior subject matter expert and trusted adviser to leaders on talent strategy, future workforce capability and talent market challenges
- Work collaboratively with the Workforce Planning Lead to align talent programmes with future workforce demand.
- Partner with Communications and Marketing colleagues to strengthen employer brand activity.
- . Coordinate Inclusion, Organisational Development, Reward and Talent Acquisition input to programme design and delivery.
- Develop relationships with educational providers, employment agencies and community partners.
- Represent WMCA externally in relation to employer branding, careers and talent attraction initiatives.

Operational

- Plan and oversee delivery of the annual portfolio of strategic talent programmes.
- Oversee employer brand campaigns and attraction initiatives, ensuring clear briefs, governance and delivery standards.
- Manage the organisation's careers site strategy and optimisation.
- Develop talent engagement strategies across digital and social media channels.
- Establish metrics and reporting frameworks for talent programme performance.
- Evaluate employer-value-proposition and employer-brand activity against agreed outcomes.
- Measure applicant quality, diversity outcomes and pipeline conversion rates.
- Produce reports and talent insights for Executive and Board-level audiences.
- Drive continuous improvement across talent attraction programmes and initiatives.

Financial

- Develop business cases for strategic talent initiatives and programmes.
- Ensure effective use of investment across employer brand, attraction and early careers activity.
- Monitor return on investment from talent programmes and attraction campaigns.
- Support workforce sustainability through proactive talent pipeline development.
- Manage budgets associated with talent programmes and employer brand initiatives.
- Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.

Other

- Maintain an up-to-date understanding of developments in talent acquisition, workforce planning, labour market trends, employment legislation and recruitment best practice.
- Promote the ethical, responsible and inclusive use of recruitment technologies and AI-enabled tools in line with organisational policies and emerging best practice.
- Contribute to corporate projects, service improvements and transformation initiatives that support the development of the Talent Acquisition function and wider People & Culture objectives.
- 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*
Significant experience leading talent acquisition, employer brand or talent strategy initiatives within a complex organisation.	X		X	X	
Experience designing and delivering large-scale talent programmes.	X		X	X	
Experience developing and implementing Employer Value Propositions and Employer Brand strategies.	X		X	X	
Experience building graduate, apprenticeship or early careers programmes.	X		X	X	
Experience establishing strategic talent pipelines and attraction campaigns.	X		X	X	
Experience working with senior stakeholders to address workforce and talent challenges.	X		X	X	
Strong programme management and stakeholder engagement experience.	X		X	X	
Experience using labour market intelligence and workforce insight to inform talent strategies.	X		X	X	
Experience of public sector strategic workforce planning.		X	X		
Skills / Knowledge	E	D	A*	I*	T*
Ability to develop and deliver long-term talent, employer brand and attraction strategies aligned to organisational objectives and workforce requirements.	X		X	X	
Excellent written, verbal and presentation skills, including the ability to communicate complex workforce and talent issues to a range of audiences.	X		X	X	
Knowledge of public sector employment, recruitment and workforce challenges.	X		X	X	
Strong stakeholder management and influencing skills, with the ability to advise and challenge senior leaders on future talent and workforce risks.	X		X	X	
Knowledge of employment legislation, equality legislation, data protection requirements and associated best practice relevant to talent attraction, early careers programmes and workforce initiatives.	X		X	X	
Ability to evaluate programme effectiveness and develop evidence-based recommendations for improvement.	X		X	X	

Knowledge of emerging trends in talent attraction, workforce development and future skills requirements.	X		X	X	
Knowledge of regional labour market, skills agenda and employment initiatives relevant to the West Midlands.		X	X	X	
Experience of leveraging AI-enabled talent technologies to enhance attraction, engagement and talent pipeline activity.		X	X	X	
Qualification / Education / Training	E	D	A*	I*	T*
Degree level qualification or equivalent professional experience in Human Resources, Talent Acquisition, Workforce Planning, Organisational Development, Business Management or a related field.	X		X	X	
CIPD Level 5 qualification or equivalent HR/recruitment certification	X		X	X	
Qualification or professional development relating to people analytics, workforce intelligence or data analysis.		X	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 ☐	No ☐	Basic ☐	Standard ☐	Enhanced ☐	None ☐	Yes ☐	No ☐

Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family
Position Reference			