West Midlands Combined Authority

Job Description

Job Title:	Regional Bus Traffic Manager
Directorate/Team:	Network Resilience – Regional Roads Hub
Location:	16 Summer Lane or other site/location
Responsible to:	Head of Key Route Network
Responsible for:	Up to 5 employees
Key working relationships: (internal)	Bus Network and Performance Team, Delivery Directorate, Regional Transport Coordination Centre, Travel Demand Management, Asset Management
Key working relationships: (external)	Local Authorities' Network Management and Permit Teams, Bus operators, Utilities

Purpose of the Post

To provide leadership for the planning, coordination and continuous improvement of bus network resilience across the West Midlands, ensuring that streetworks, highway interventions and planned disruption are effectively managed to protect bus reliability, customer experience and regional transport outcomes.

Lead and develop operational processes, performance reporting, partner engagement and compliance arrangements across the bus route network, working collaboratively with local authorities, bus operators, utilities, regulators and internal teams. Provide professional advice, manage delegated activity and people resources, and use data, insight and governance to drive consistent, evidence-based decision making and service improvement.

Accountabilities

- Lead, manage and continuously improve the regional approach to bus network resilience, ensuring the bus route network remains reliable, safe, accessible and enforceable for customers and operators.
- Provide leadership for a small team and matrix-managed activity, setting clear priorities, supporting performance, developing capability and ensuring work is delivered in line with organisational values, service standards and agreed outcomes.
- Own and oversee the collaborative development, implementation and review of bus network operations processes, including Street Manager, permit submissions, escalation routes and disruption mitigation arrangements.
- Ensure organisational compliance with relevant streetworks regulations, codes of practice, governance requirements and agreed operating procedures, escalating risk and non-compliance where appropriate.
- Lead effective partner and stakeholder relationships with local authorities, bus operators, utilities, regulators and internal teams to influence decisions, resolve competing priorities and secure the best achievable outcomes for bus customers.
- Use data, insight and performance information to identify risks, trends and opportunities for improvement, ensuring evidence-based recommendations inform operational decisions, strategic planning and future policy development.
- Manage delegated financial and administrative responsibilities relating to streetworks permits, variations, fixed penalty notices and associated activity, ensuring value for money, accurate reporting and compliance with governance processes.
- Represent WMCA professionally at regional coordination forums, stakeholder briefings and partnership meetings, providing authoritative advice and promoting consistent standards across the bus network resilience function.

Responsibilities

Strategic

- Lead the development, implementation and ongoing review of a Bus Network Operations Strategy and supporting delivery plan, working collaboratively with bus operators and Local Authority partners to improve network reliability, resilience and customer outcomes.
- Provide strategic leadership across the Regional Roads Hub to ensure bus network considerations are embedded into wider highways, road safety, network resilience and asset management planning.
- Influence long-term planned disruption management across the regional road network, ensuring risks to bus operations are identified early, escalated appropriately and mitigated through evidence-based intervention planning.
- Work with Local Authority partners to strengthen governance, compliance and enforcement arrangements relating to Traffic Regulation Orders, ensuring these support reliable bus journey times and consistent customer outcomes.
- Lead on developments to external products, such as Street Manager, ensuring changes are understood and benefits realised across the organisation.
- Use data, insight and performance intelligence to identify strategic risks, trends and opportunities across the bus route network, informing corporate strategies, policy development, investment decisions and future network planning.
- Provide senior-level input at scheme inception, design and post-implementation stages to ensure the strategic and tactical impacts of projects, schemes and highway interventions on the bus route network are understood and managed.
- Represent WMCA at strategic stakeholder forums and partnership briefings, providing authoritative advice, influencing partner decisions and promoting consistent regional standards for bus network resilience.
- Analyse patterns of unplanned works with Local Authority and utility partners, identify recurring causes and agree practical interventions to reduce frequency, duration and impact on bus services.
- Collaboratively lead the design, implementation and continuous improvement of the bus stop suspensions process, including opportunities for future commercialisation, improved industry behaviours and clearer customer communications.
- Work flexibly and with integrity to meet the needs of the WMCA and the Network Resilience function.

People

- Build and maintain strong effective working relationships with all internal colleagues, regional stakeholders and local authorities.
- Lead, manage and inspire the team in a fast paced environment, ensuring high performance and continued development.
- Actively shape and lead best practice communities both within the region and across Combined Authorities and Transport Authorities to share knowledge and drive behaviour change in the streetworks industry.
- Coordinate and matrix-manage organisational activity to support bus operators, including smaller operators, to prepare for and respond effectively to planned disruption on the network.

Operational

- Lead the operational coordination of planned and unplanned streetworks affecting the bus route network, working with Local Highway Authorities, utilities and other works promoters to minimise disruption, improve coordination and secure effective mitigation.
- Drive consistent adoption and effective use of the Bus and Streetworks Coordination app across works promoters, Local Authority permit teams and relevant internal teams to support timely information sharing and operational decision making.
- Shape and coordinate bus operator responses to planned disruption by ensuring timely information is shared, impacts are identified and assessed, and mitigation is agreed before works commence.
- Advocate for bus operations at scheme and programme level by working with Local Authority permit teams, project managers, utilities and industry regulators to design out conflicts and protect outcomes for bus customers during highway improvements and utility programmes.
- Use relevant systems, operational data and partner intelligence to ensure bus impacts are visible, understood and considered in day-to-day decisions across partner organisations.

- Oversee liaison with bus operators, the Regional Transport Coordination Centre and other stakeholders to identify emerging network performance issues, validate evidence and agree targeted interventions with Local Authority partners.
- Oversee the accurate and timely submission of permits, ensuring operational requirements are properly captured and aligned with streetworks processes, partner expectations and internal governance requirements.
- Oversee compliance with Streetworks Regulations, Codes of Practice and relevant operational standards, escalating risks, issues and non-compliance where appropriate.
- Ensure appropriate WMCA representation at Local Authority coordination meetings, using these forums to resolve operational issues, influence sequencing and secure effective mitigation for bus customers.
- Contribute to the Bus Alliance Board and related governance forums, providing operational insight, escalating key risks and supporting consistent decision making.
- Collaborate with Data Insight Services to build tools and apps to improve coordination of streetworks on the bus route network, providing creative input and contributing to their continued development.
- Collaborate with the Data Insight Service to develop reporting, impact evaluation and monitoring tools/dashboards.
- Report on the bus route network performance each month/week, identifying areas of concern and suitable mitigation.
- Act as a catalyst for collaborative working with utility companies across the West Midlands and wider industry where appropriate, supporting improved programme coordination, reduced disruption and better value for money.

Financial

- Ensure permit fees are processed in a timely manner
- Analyse and report on the organisation's Streetworks permit activity and costs including variations and fixed penalty notice
- Collaborate with Delivery Directorate to seek and implement efficiencies and continuous improvement on permit variations and fixed penalty notices
- Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.

Other

- 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***
Experience in Streetworks Regulations and practices	x				
Experience in bus operations		x			
Experience of working in a complex local government setting		x			
Experience of influencing decisions	x				
Experience of interpreting programmes, spatial data and other datasets	x				
Experience of managing people	x				
Skills / Knowledge	**E**	**D**	**A***	**I***	**T***
An understanding of Traffic Regulation Orders and enforcement		x			
Maintain an up-to-date knowledge of relevant legislation, regulations, national guidance, standards and industry practice					

Maintain an in-depth knowledge of traffic management (Chapter 8 qualification) and an understanding of Utilities' regulation and work practices					
An ability to communicate clearly and build effective relationships with stakeholders and partners	x				
Good communication skills	x				
An understanding of network management and maintenance activities		x			
Street Manager knowledge	x				
Understanding of procurement and financial procedures		x			
Using data effectively for performance reporting		x			
Ability to create and present engaging reports with partners and stakeholders	x				
Qualification / Education / Training	**E**	**D**	**A***	**I***	**T***
A Level 5 or higher qualification in transport, network management, or a related discipline, or substantial equivalent experience in a relevant field.	X				
Evidence of continuing professional development relevant to highways, network management, transport operations or leadership		X			
Membership of a relevant professional body, such as CIHT, ICE, IHE or equivalent		X			
Management or leadership training relevant to the supervision and development of staff		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**
3/9/2026	JEP849	SP42-SP46	
Position Reference			