



## Job Description

<b>Job Title:</b>	Director of Economy (Policy and Integration)
<b>Directorate/Team:</b>	Strategy and Policy
<b>Location:</b>	16 Summer Lane
<b>Responsible to:</b>	Executive Director of Strategy and Policy
<b>Responsible for:</b>	Head of Economic Policy and Partnerships, Head of Economic Development and Delivery, Head of Culture & Creative Industries, Head of West Midlands Investment Zone, Head of Business Innovation
<b>Key working relationships:</b> (internal)	Mayor's Office, Chief Executives Office, Executive Board, Transformation Programme, Operational Directors, Corporate Governance, Enabling Services.
<b>Key working relationships:</b> (external)	Private Sector and Business Representative organisations (BROs), Local Authorities, HM Government, Regions Outside the West Midlands & Other Local, Regional and National Stakeholders

## Purpose of the Post

The Director of Economy leads the ongoing development and implementation of the West Midlands Growth Plan, translating economic strategy and devolved powers into tangible outcomes for the region through effective programme and project management. Central to delivering the ambitions of the English Devolution White Paper (2024), the postholder ensures the West Midlands is positioned at the forefront of regional economic growth.

The role integrates economic strategy across the wider WMCA, playing an active part in the Strategy and Policy directorate and driving collaborative action through regular engagement with the Executive Team. The postholder will provide visible regional leadership, internally and externally, convening partners primarily across the private and academic sectors, securing and stewarding investment, and ensuring alignment with statutory devolution frameworks and the Integrated Settlement.

As WMCA's senior subject matter expert (SME) on economic strategy, the post holder will represent the region with the WMCA Board, the CEX network and Whitehall, underpinned by robust evidence, strong governance, and a clear outcomes framework agreed with government.

## Accountabilities

- Implement the West Midlands Growth Plan: Lead the translation of economic strategy into tangible outcomes by ensuring effective programme and project management, with a particular focus on the successful delivery of the Growth Plan across the region.
- Oversee and provide strategic direction to the Economic Delivery Vehicle (EDV): Direct the activities, performance management, and strategic relationships of the EDV to ensure effective business support services, cluster development, inward investment, and regional promotion.
- Secure Funding for Economic Growth: Develop, lead, and coordinate activity to obtain new resources for regional economic growth, collaborating with partners and ensuring robust validation and value for money in line with governance processes.
- Engage with the Private Sector: Promote and foster strategic partnerships with private sector organisations, business representative organisations (BROs) and the Mayor's Growth Taskforce to inform decision-making, drive innovation, and scale high growth clusters aligned to regional economic priorities.
- Integrate Strategic Activities within the WMCA: Play an active and collaborative role in the Strategy and Policy directorate, integrating economic development and regeneration activities, and providing regular updates to the Executive Team to drive cross-organisational action and delivery.

- Ensure the West Midlands Growth Plan aligns with Statutory Devolution Frameworks and the Integrated Settlement single accountability framework.
- **Oversee Financial Performance and Risk Management:** Maintain accountability for major investments and resource allocation within the Strategy and Policy directorate, ensuring all financial activities are compliant with organisational policies, legislation, and support sustainable regional economic objectives.
- **Outcomes & impact:** Own the economic outcomes framework, ensuring targets are delivered, benefits realised, and citizen impact evidenced.
- **Financial accountability:** Ensure funding flows are understood, tracked, and compliant with governance and legislation.
- **Regional leadership:** Represent and advocate for the West Midlands with the WMCA Board, CEX network, Whitehall and select committees; act as WMCA's SME voice nationally.

## Responsibilities

### Strategic

- Lead the on-going development and implementation of the West Midlands Growth Plan, ensuring it remains firmly rooted in the West Midlands Theory of Growth, informed by the government's Modern Industrial Strategy, and supported by wider regional economic intelligence.
- Act as senior SME interface with Whitehall, coordinating lobbying, think tank work, and giving evidence at select committees.
- Drive the integration of strategic initiatives across all aspects of economic policy and delivery, with a clear focus on strengthening the West Midlands' high growth clusters, unlocking innovation and investment, supporting place-based development and capitalising on emerging opportunities.
- Represent WMCA and advocate for the West Midlands to promote regional growth, secure new powers and resources, and champion a clear regional economic narrative, ensuring the voices of the private sector are represented and considered.
- Play a full role in the Strategy and Policy directorate, working with colleagues across the organisation to ensure an integrated approach to strategy development and implementation.
- Ensure strategies incorporate Net Zero ambitions, equality, diversity, and connect with performance, business, and financial planning functions.
- Convene and broker cross sector coalitions to align priorities and accelerate delivery, placing the citizen first.

### People

- Provide leadership and effective line management to the relevant roles in the directorate and their wider teams, nurturing a collaborative and delivery-orientated culture and makes the WMCA's values real.
- Foster strong, collaborative relationships with local authority Directors of Economic Development, the West Midlands Growth Company, universities and private sector interests, and the Mayor's Growth Taskforce to ensure unified regional delivery guided by shared evidence and collaborative action to deliver the Growth Plan.
- Build internal capability to deliver devolved functions effectively, ensuring the directorate is equipped to lead on regional priorities.
- Engage with a wide range on public, private and VCSFE partners to ensure stakeholder priorities and voices are reflected in strategic planning and delivery, with an emphasis on developing a shared economic narrative and delivering the regional Growth Plan.
- Ensure the directorate is equipped with the capability and evidence base to support regional economic outcomes and continuous improvement.

### Operational

- Translate economic strategy into delivery on the ground, working closely with the PMO to ensure effective programme and project management, ensuring robust oversight of commissioned services and projects, especially those supporting the implementation of the West Midlands Growth Plan.
- Integrate strategic activities across the wider WMCA playing a full role in the Strategy and Policy directorate and provide regular updates to the Executive Team to maximise collaborative action and delivery.

- Utilise the West Midlands Theory of Growth, the Modern Industrial Strategy, and regional economic intelligence to inform decision-making, support outcomes measurement, and drive innovation in delivery methods with input from private sector and BROs.
- Lead the development of Local Growth Plans and ensure their integration into regional delivery mechanisms, working closely with government engagement forums and data platforms.
- Promote partnership working with public and private sector organisations, BROs, the Mayor's Growth Taskforce and other stakeholders on economic development, regeneration, and employment initiatives, with an emphasis on scaling high growth clusters.

### Financial

- Oversee financial performance and risk management of the economy team in WMCA, maintaining accountability for major investments and resource allocation, particularly relating to the implementation of the Growth Plan.
- Oversee the development and implementation of the Local Growth Pillar of the Integrated Settlement, negotiating key economic outcomes and ensuring its alignment with the West Midlands Growth Plan.
- Identify and validate costs associated with strategy implementation, ensuring value for money and adherence to governance processes, with decisions underpinned by robust economic evidence.
- Lead the development of funding proposals and bids to secure new resources for economic growth, working collaboratively with partners where appropriate.
- Ensure all financial activities comply with organisational policies, relevant legislation, and support the sustainable delivery of regional economic objectives.
- Ensure financial activities support the delivery of devolved functions and are aligned with the outcomes framework of the Integrated Settlement.
- Define and maintain financial accountability levels, ensuring transparent and compliant funding flows.
- Lead the development and implementation of the Local Growth Pillar of the Integrated Settlement.

### 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?		
	E	D	A*	I*	T*
<b>Experience</b>					
Significant experience developing and delivering a significant strategy or policy programme which has successfully shaped the work of multiple stakeholders.	X		X	X	
Significant experience of leading teams and building strong relationships across organisational boundaries.	X		X	X	
Senior leadership and management experience in a large multi-disciplinary organisation.	X		X	X	
Proven experience of successfully managing complex transformation/change projects.	X		X	X	
Demonstrable experience in communication at a senior level, including the ability to convene, present technical detail and progress reports in an engaging and accessible manner.	X		X	X	
Demonstrable experience of managing complex multi-million-pound budgets	X		X	X	
Demonstrable experience of working in a sensitive political environment, and the ability to manage stakeholders both internal and external.	X		X	X	
<b>Skills / Knowledge</b>	<b>E</b>	<b>D</b>	<b>A*</b>	<b>I*</b>	<b>T*</b>

Excellent understanding of the theory and practice of regional economic development with good knowledge of the economic opportunities and challenges facing a region like the West Midlands.	X		X	X	
Clear understanding of the major strategic issues concerning the private sector, local and regional government, universities and other regional stakeholder with knowledge of opportunities for improved collaboration and partnership working.	X		X	X	
Good organisational skills, especially those associated with putting actionable plans together to make them come to fruition and delivering within the context of the organisational objectives and goals.	X		X	X	
Ability to lead within a devolved governance framework, navigating complex intergovernmental relationships and aligning regional delivery with national policy.	X		X	X	
Ability to build and maintain effective partnerships and influence senior stakeholders across a large, complex organisation and engage them in adopting new ways of working.	X		X	X	
Excellent negotiation and influencing skills, ability to shape decision making among multiple stakeholders, grounded in strong business acumen.	X		X	X	
Demonstrable experience in managing communication challenges in fast-paced and highly pressurised environments.	X		X	X	
Detailed understanding and sensitivity to political judgement, with the ability to work constructively with all political parties and external agencies.	X		X	X	
Ability to work well under pressure, demonstrating agility, drive, and a solution focused attitude.	X		X	X	
<b>Qualification / Education / Training</b>	<b>E</b>	<b>D</b>	<b>A*</b>	<b>I*</b>	<b>T*</b>
Educated to degree level or equivalent in a relevant discipline or equivalent experience.	X		X		
Evidence and commitment to continual professional development.	X		X		

\*Key: A = Application, I = Interview, T = Testing/Assessment

### Core Expectations

<b>Health, Safety &amp; Wellbeing</b>	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.
<b>Equality &amp; Diversity</b>	Promote and champion equality and diversity in all aspects of the role.
<b>Learning &amp; Development</b>	Participate in and take responsibility of any learning and development required to carry out this role effectively.
<b>Performance Management</b>	Actively engage in the performance management process and take responsibility for managing performance outcomes.
<b>GDPR</b>	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.
<b>Adherence to Policies</b>	Be aware of and comply with all organisation policies.
<b>Other</b>	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

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
<b>Collaborative</b>	Team Focussed	Works as part of team, managing and leading.
	Service Driven	Customer, resident, and partner focussed.
<b>Driven</b>	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
<b>Inclusive</b>	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
<b>Innovative</b>	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

### Additional Post Requirements

Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes <input checked="" type="checkbox"/>	No <input 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
25/2/26	JEP757	OP2	