



Job Description

Post Title: Business Development Executive

Directorate: Policy, Strategy & Innovation – TfWM

Reports to: Future Transport - Product Management Lead

Direct Reports: 0

Key Relationships: All levels within WMCA, Local Authority Partners and Transport Officers, Private sector partners and suppliers, Customers and Clients, Mobility Service Providers & Transport Operators

Role Purpose

The primary purpose of the Business Development Executive role is to support the Policy, Strategy & Innovation Directorate, particularly focusing on the medium to long-term success of our Mobility as a Service (MaaS) programme within the TfWM Innovation Team. This entails identifying and capitalising on new business opportunities to enhance revenue streams within the MaaS ecosystem. Leveraging expertise in sales, commercial, and marketing domains, the role involves pinpointing viable opportunities and offering recommendations for prioritisation. Operating across both B2C and B2B landscapes, the role encompasses the identification and execution of new business ventures pertinent to MaaS, including exploring new markets, growth avenues, emerging trends, and potential partnerships.

Responsibilities

- Research and identify opportunities to increase the commercial viability of MaaS in the long-term, both looking at ways to reduce cost and ways to increase revenue. Evidencing what and where to invest in time, resource and funding.
- Develop and then deliver the MaaS business plan / strategy, and undertake business modeling.
- Generate leads for prospective B2B customers, approach and track relationships with potential partners and customers accordingly.
- Meet with potential partners, customers and clients face to face / virtually including local authorities across the Midlands.
- Foster and develop relationships with potential customers, clients and partners.
- Capture and understand business to business requirements for MaaS and work with the MaaS team to develop a product that meets these requirements.
- Think strategically – seeing the bigger picture and setting aims and objectives to develop and grow business.
- Be a voice for mobility service providers, ensuring they are meeting their business goals by participating in MaaS or helping to drive value to them as key partners.
- Engage with a variety of stakeholders and partners to explore opportunities.
- Negotiate pricing with customers, partners and suppliers in some cases.

- Work closely with legal teams to finalise NDAs (non-disclosure agreements) and contracts required with partners to enable opportunities.
- Collaborate with the Product Manager Lead for MaaS to align strategy and new business opportunities.
- Discuss and develop promotional strategy and campaign activities with the marketing team, supporting the development and iteration of the Marketing Strategy.
- Liaise with the finance team on the MaaS financial model, incorporating forecasting and scenario planning.
- Seek ways of improving the way we operate, achieving better outcomes for the MaaS user and TfWM.
- Attend seminars, conferences, events and knowledge-sharing where appropriate.
- Keep abreast of trends and changes in the industry, business world and MaaS world.
- Ensure that projects are created and delivered that satisfy TfWM strategic priorities.
- Represent the MaaS programme at senior stakeholder briefings, providing advice and direction to peers.

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 in business development or commercial management.	X		X		
Experience of working with transport service providers.		X	X		
Experience of creating a commercial network and strategic partnerships for the benefit of all parties.	X		X		
Experience of growing business, reducing costs and realizing opportunities.		X		X	
Skills/Knowledge/Abilities	E	D	App	Int	Other
Demonstrates an understanding of business development in technology-based / digital-based products.	X		X		
Ability to build and maintain effective cross-sectional partnerships.	X			X	
Strong analytical skills, able to evidence that you can review data and information, identify trends using big data sets.	X			X	
Excellent interpersonal skills, able to confidently liaise and inform key senior stakeholders.	X			X	
Strong in commercial strategy and awareness.	X			X	
Knowledge of Mobility as a Service and transport technology sector.		X		X	
Self-starting and motivating.	X		X		
Strong time management and organisational skills.	X		X		
Excellent communication skills (verbal, written, and interpersonal)	X			X	
Demonstrate legal and contractual understanding.		X		X	
Qualifications/ Professional Memberships	E	D	App	Int	Other
Educated to degree level		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 focussed.
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