



JOB DESCRIPTION

Job Title:	Research and Evaluation Manager (Visitor Economy)
Team:	Visitor Attraction / Tourism
Classification:	Manager
Reports to:	Business Insight Lead
Classification of Line Manager:	Lead
Number of Direct Reports:	0

Job Purpose

West Midlands Growth Company helps create new jobs, build and expand businesses, attract regional investment and encourage tourism.

The Research and Evaluation Manager will work closely with the Business Insight Lead, Head of Tourism, the Business Tourism and Events Strategic Lead to shape, develop and deliver a research and evaluation programme, establish core data from a variety of sources to provide activity-focused intelligence to influence policy and enable local and project level targeting and impact evaluations for best results.

This role will provide day to day leadership of visitor economy research and evaluation operations and related programme management. The role requires close working with public sector partners such as DCMS, DIT, VisitBritain as well as regional key stakeholders ranging from West Midlands Combined Authority, local authorities, University shareholders, as well as regional and national business organisations.

Our people and our offices

West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employs practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.

West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status.

We believe that it is in the company's best interests of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.

To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.

Main Responsibilities and Key Activities

Key Accountabilities

- Conduct research and analysis on local, regional, national and international secondary data sets and policies to identify opportunities and challenges for the West Midlands visitor economy. Utilise this work to inform regional strategies, including the West Midlands Tourism Strategy, The Destination Development Partnership plan, respond to local, regional and national Government policy consultations and support WMGC funding bids.



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- Coordinate the collation and interpretation of regional, sub-regional and local primary data across the West Midlands region to enable informed targeted activity in major sporting events, leisure and business tourism workstreams
- Devise and lead the research and evaluation agenda providing detailed market intelligence and ensuring consistent and reliable data sets are maintained
- Collaborate with a diverse range of stakeholders, including Tourism and Hospitality Advisory Board members, visitor economy industry partners, trade associations, the public sector, government officials and academic institutions, to gather insights and perspectives. Develop and maintain strong working relationships with WMGC's key partners including the WMCA (West Midlands Combined Authority), Local Authorities and universities.
- Provide evidence base as required to support product propositions for stakeholders and partners
- Manage research and evaluation project budget and reporting
- Prepare and clear and concise reports, policy briefs and presentations on visitor economy policy issues. Present findings and progress to internal and external audiences.
- Manage procurement processes for the commissioning of research, ensuring budgetary approvals and controls are in place
- Commission research feasibility studies and audits as appropriate to further inform and guide policy and delivery development, and deal with contract management and quality control
- Determine the compatibility of different data sets to understand the extent to which that can reliably be combined and aggregated or disaggregated
- Represent the West Midlands to Visit England/Visit Britain and among other destination marketing organisations
- Liaise with partner organisations to ensure validity and consistency of research
- Ensure coordinated delivery of activity, and where appropriate joined up systems, within the West Midlands Growth Company and across the project area
- Lead the identification, validation and quality control of existing and new datasets to assess and ensure compatibility, robustness and statistical validity
- Provide analysis, interpretation and modeling of the business and economic evidence base in support of strategic targeting of the Local Visitor Economy Growth Plan
- Oversee the relationship development for mutually beneficial research opportunities and recognize any opportunities to appropriately market such research
- Work with partner organisations to secure accessibility to existing and new datasets for the West Midlands Growth Company, for example through the establishment of any necessary bi- or multi-lateral data sharing protocols and systems
- Support the development of common standards and protocols for data collection to ensure consistent data definitions and standards are adopted by the research team to facilitate effective sharing

Our Values

Trust – Trusted Delivery Partners	We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise.
Respect – Opinions Matter	We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly
Leadership – We lead by example	We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes.



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Wellbeing –
Health, growth and
inclusivity

We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy and happy, developing a growth mindset.

Prepared by

[name]

Date:05/08/2025

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