



## JOB DESCRIPTION

<b>Job Title:</b>	Stakeholder Communications Manager (Change Communications)
<b>Team:</b>	PR & Communications
<b>Classification:</b>	Senior Manager
<b>Reports to:</b>	Head of Media & Communications
<b>Classification of Line Manager:</b>	Head of Department
<b>Number of Direct Reports:</b>	0
<b>Location:</b>	Hybrid (Birmingham, West Midlands-based)
<b>Contract type</b>	Part-time – 3 days a week

### The Opportunity:

The West Midlands Growth Company is the region's destination promotion agency, designed to attract investment, events and tourism into the West Midlands, positioning the region as the best place in the world to live, learn and earn.

We're looking for a proactive communications freelancer to join WMGC's comms team to support with a range of stakeholder communications. The role will support an exciting business transformation programme, as well as the region's tourism programme – the West Midlands Destination Development Partnership.

This is an exciting time to join us. As we evolve into a new regional Economic Development Vehicle (EDV), you'll play a key role in the successful establishment of a major, new regional operation. This activity will be contrasted by an opportunity to develop more creative content aligned to a tourism focused audience. Both aspects of the role will require someone passionate about leveraging communications to win hearts and minds.

### What you'll do:

- Support the Head of Communications with business transformation communications – this will span stakeholder, corporate and internal communications. The role may also include corporate culture themes.
- Stakeholder engagement across the West Midlands' public, private and academic sectors in order to embed a unified comms plan and single version of messaging.
- Strategic communications strategy and content development, spanning detailed briefing notes, messaging grids, statements, and visual presentations – linked to change communications.
- Stakeholder communications surrounding the West Midlands Destination Development Partnership, promoting the exciting programme of consumer-facing activity underway to drive inbound visitors.



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- Email campaign development to drive awareness surrounding the regional Destination Development Partnership.
- Internal engagement with key representatives to gather information and data.
- Corporate communications on behalf of the C-Suite team to help convey key messages through letters, statements, speeches and briefings.
- Communications evaluation and reporting, helping to document and evidence the success and challenges of stakeholder communications activity.
- Project management and PowerPoint presentation development, in order to successfully deliver and compellingly illustrate the comms activity underway to external reps.

### **What you'll bring:**

- Experience in stakeholder communications and engagement, in addition to corporate communications.
- Experience in developing and presenting comms strategy and planning
- Very strong corporate copywriting expertise and a strategic brain.
- Highly organised with the ability to manage multiple workstreams, hit deadlines, and work collaboratively across teams.
- Ability to create reports for Head of Comms.

### **Desirable (but not essential):**

- Expérience in transformation communications, change management or organisationnel culture programmes.
- Experience with managing complex or challenging stakeholder landscapes with diplomacy.
- Understanding of place marketing, inward investment, tourism and economic development.
- Knowledge of digital systems and running e-mail campaigns.

### **What you'll get:**

- A hands-on, expert comms and policy team to support you.
- To be part of an exciting and large scale transformation programme linked to growing the region's economy and the prosperity of its people.



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- Flexibility across working days to suit you, a collaborative work culture, a lovely city centre office to work within, and the chance to help shape the next chapter of the West Midlands.

### Dimensions

**Travel:** Potential for very occasional travel

**Budget responsibility:** None

**Key relationships:**

- Head of Communications
- Strategic Project Consultant
- Project Services lead
- Deputy Chief Executive
- Internal communications and stakeholder manager
- Policy and Partnerships Manager

### Key skills and competency requirements

Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none"><li>• Professional qualification or relevant degree, or equivalent experience</li></ul>	<ul style="list-style-type: none"><li>• Evidence of continuous professional development</li></ul>
Experience, skills and attributes	<ul style="list-style-type: none"><li>• Internal communications and cross-department working.</li><li>• Delivery of formal communications content for senior stakeholder and partner audiences.</li><li>• The ability to build strong, trusted relationships with senior stakeholders by demonstrating a combination of technical skills and soft skills.</li><li>• Excellent writing skills and attention to detail.</li><li>• Excellent communication / relationship management skills.</li><li>• Able to be proactive and work in a fast-paced environment / manage multiple projects.</li></ul>	<ul style="list-style-type: none"><li>• Expertise in transformation programmes and change communications.</li><li>• Knowledge of email marketing platforms (e.g., Mailchimp, Zoho Campaigns, or similar).</li><li>• Awareness of the economic and sector strengths of the West Midlands region.</li><li>• Project Management skills.</li><li>• Corporate Culture programme delivery / support</li></ul>



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|  | <ul style="list-style-type: none"><li>• Agility to work across a multi-faceted programme</li></ul> |  |
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### 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.

### 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.
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

Rabia Raza	Date: 17/07/2025
	Job Title: Head of Communications