

Job Title	Active Travel Project Director
Team	Strategic Transport
Reporting To	Executive Director Infrastructure & Place

## About your role

The Active Travel Project Director will lead the development and delivery of South Yorkshire MCA's Active Travel Implementation plan, ensuring that the identified projects and programmes are best placed to deliver the regions Active Travel strategy, through working closely with the Active Travel Commissioner, the Strategic Transport Team, and wider stakeholders

The role will also be responsible for leading the co-ordination of various groups and forums, including a group of Active Travel Champions and industry experts, to drive the health and inclusion goals of the Region.

### Why is your role important or how does it add value?

- Provide advice and guidance to the Active Travel Commissioner and the Mayor on industry best practice, policy, strategy, and communications to support the delivery and development of the active travel programme of work.
- Lead the work, alongside the Commissioner, to develop and deliver the Active Travel Implementation Plan for SYMCA and support our partners with the delivery of their active travel plans and projects.
- Champion the active travel programme and provide clear direction within the MCA and the wider SYMCA geography including local authorities, national government, Active Travel England and other stakeholders Influence and support our stakeholders with the delivery of high-quality active travel infrastructure across the region.

### What are the tasks or work areas you are responsible for?

Lead, direct and operationalise the development of innovative active travel strategies, programmes, evidence based polices and plans, to deliver the region's Transport Strategy.

Lead, manage and coordinate the delivery of the Commissioner's priorities and programme of work to ensure that the Mayor's vision for active travel is delivered.

Work collaboratively with key stakeholders across a range of sectors, from local authorities to government departments and agencies to charities and the private sector, to shape the region's active travel plans and programmes.

Lead the creation and development of Active Travel Champions and industry experts, who will help to embed support for active travel at a local level, helping to achieve the overall programme aims and objectives.

Work collaboratively with the Strategic Transport Team to ensure that active travel projects are aligned with wider Transport Strategy work and to provide expert input to the development of new transport strategies and plans.

Lead development of the strategic narratives, evidence base and pitch to support negotiations of future funding sources with Central Government officials and Active Travel England to ensure SYMCA remains at the forefront of localised delivery.
Act as a representative to the Commissioner upon request e.g., speaking event, media work, mayoral projects, board meetings etc.
Ensure the right infrastructure and policies are in place to fully support the delivery of the Active Travel Implementation Plan and the region's Transport Strategy.
Proactively make the linkages with related policy areas including health, net zero and the economy to ensure SYMCAs position as an innovator of demonstrator programmes for businesses and residents.
Lead the development of, and utilise and interpret complex local and national data, evidence and performance information, intelligence and national / international best practice to support the development of active travel policies and strategies.
To lead on the provision of all specialist advice and support for the Mayor, Active Travel Commissioner, the Executive Board and ensuring all decision-making leaders and officials have timely and high-quality information to support decision making at the level of Mayoral Combined Authority.
To be a proactive, credible and authoritative voice on local, regional and national stages, ensuring that the region remains at the forefront of active travel policy.
Actively monitor performance and impact to ensure continual improvement of programme design and service delivery, reporting on programme performance to influence and inform national system change and to develop a culture of continuous improvement.
Work with internal stakeholders on the development of an Evaluation programme that will enable the impact of our active travel projects to be measured.
Preparing data, reports and papers as appropriate and to a high standard, suitable for wider audiences.
Undertake any other duties commensurate with the role as requested by management

## About You

What kind of <b>behaviours</b> are important?	
Ambition	Respectfully critical of the team in terms of underperformance, challenges the behaviour of others if needed
	Visibly demonstrates a can-do approach to their role, challenges they face and changes - upbeat and optimistic
Innovative	Demonstrates good judgement, capable of making decisions with limited information quickly to ensure initiatives are implemented
	Ensures initiatives are clearly aligned to organisational goals and objectives prior to implementation
Integrity	Consistently applies a high level of attention to detail, even when faced with time pressures
	Able to successfully manage multiple project streams simultaneously
Collaborative	Openly expresses differences of opinions with colleagues and team members in a professional, respectful manner
	Has the self-confidence to admit mistakes or errors when debating and working with others
Flexible	Engages with and consults with the team when appropriate with regard to the need for change and implementing new ideas
	Clearly articulates the need for change with the team to establish the motivation and drive to do something in a new way

Impact	Takes responsibility, ownership and holds themselves accountable to their colleagues, giving credit where it belongs
	Actively seeks out opportunities to make things better, focused on constantly improving outcomes and processes

What <b>qualifications</b> or wider knowledge do you need?	Rank	Measure
Educated to degree level or with equivalent relevant experience.	E	A
Practical experience of successfully performing in a similar role	E	A/I
Substantial knowledge of programme planning, monitoring approaches and systems	E	A/I
Working knowledge of public procurement requirements, including driving value for money and service improvement through procurement	D	I
Project planning and monitoring approaches and systems	E	I

What previous <b>experience</b> is needed?	Rank	Measure
Demonstrable track record of championing and advocating active travel, and the successful promotion and delivery of active travel projects.	E	A/I
Proven track record of the ability to handle complex material and deliver difficult messages whilst maintaining working relationships.	E	I
Proven track record of advising and engaging effectively with politicians, officials, business leaders and other stakeholders in support of productive and results focused partnerships.	E	A/I
Proven experience in relation to development of complex policies and programmes and experience of defining and delivering specific measurable results to affect national policy change, ensuring approaches provide a strong rationale for change	E	I
A track record of delivering challenging / multi-dimensional projects or initiatives to a successful conclusion ensuring continuous improvement and value for money	E	A/I
Proven recent experience in programme / project management in a client-focused environment, i.e., experience of “running something” successfully and with an objective / commercial focus, delivering measurable results and achievement of successful outcomes for business.	E	I
Experience of providing specialist advice and guidance to managers at all levels of seniority, external agencies and other forums on a regular basis	E	I
Experience of successful leadership of multiple teams of professional officers, including managing wider project teams made up of a diverse breadth of stakeholders to create a ‘one team’ atmosphere, delivering common objectives	E	A/I
Experience of negotiating financial and / or commercial contracts	D	I

What <b>skills</b> should you have?	Rank	Measure
Innovative and creative thinker able to develop fresh and new approaches to deliver transformation across a skills and employment disciplines; seeks out new approaches that are created by changes in the environment.	E	I
Excellent communication, negotiating and influencing skills, with an ability to build strong relationships, including with senior stakeholders	E	I
Strong stakeholder management and relationship building skills	E	I
Strong problem-solving skills with the ability to exercise sound judgment and make decisions based on accurate and timely analyses.	E	I

Ambitious, setting clear and challenging targets and instilling a sense of belief in their team and the wider partnership to deliver results. Isn't afraid to take unpopular decisions and to challenge poor performance at any level.	E	A/I
Strong organisation and time management skills, is tenacious and focused under pressure, self-motivated, skilled in picking up new areas of work and rapidly making a valued contribution.	E	I
Excellent financial skills, budget monitoring, commercial awareness and ability to understand and build business cases including options appraisal.	E	I
Highly developed networking, partnership, advocacy, influencing, negotiating and presentation skills.	E	I
Strong analytical skills, able to interpret and assimilate complex detailed information, and formulate balanced conclusions	E	I
High professional standards with the ability to work on own initiative and perform duties with a high degree of tact and diplomacy.	E	I

Key

E = Essential / D = Desirable and A = Application / I = Interview