



West Midlands Pension Fund

Head of Corporate Communications

BUILDING TRUST • SHAPING REPUTATION • CREATING INFLUENCE

A senior leadership opportunity
at West Midlands Pension Fund

- Agile workstyle
- Based in Wolverhampton



Help shape the next chapter of our story

A distinctive senior communications role combining public service purpose, strategic influence and sector-wide reach.

West Midlands Pension Fund safeguards pension outcomes for its members and works with employers and partners across the region.

As a major Local Government Pension Scheme fund, our responsibilities span pensions administration, governance, investment, customer service and long-term stewardship.

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We are transforming how communications works across WMPF, moving towards a more strategic, planned and insight led function. We are seeking an exceptional communications leader to take that work forward and lead a modern, customer-focused function at the heart of organisational strategy. Reporting to the Deputy Director of Governance and Corporate Services, you will work closely with the Executive Director, Senior Leadership Team and colleagues across the Fund.

This is an opportunity to define our narrative, strengthen trusted relationships and build the Fund's reputation with customers, elected representatives, regional partners and the wider pensions industry.

This is not simply a communications delivery role. It is a trusted advisor position with the scope to influence strategy, reputation and stakeholder confidence.

What makes the opportunity distinctive:

- The opportunity to lead and embed a new operating model for corporate communications, creating a more strategic, planned and insight led function aligned to the Fund's corporate plan.
- Regular engagement with senior officers, councillors and regional partners.
- The scope to lead communications strategy, build presence in our industry, stakeholder engagement and digital communications.
- A platform to increase the Fund's visibility and influence across the LGPS and wider pensions sector.

Purpose, scale and public value

Our communications must make complex work clear, relevant and meaningful to the people and organisations we serve.

Our Role

West Midlands Pension Fund operates in a complex public service environment. We communicate with members at different stages of their pension journey, participating employers, governance stakeholders, professional partners and sector bodies. Clear communication supports confidence, informed decisions and effective service delivery.

CUSTOMERS	EMPLOYERS
Clear, accessible information that helps members understand and navigate their pension.	Planned engagement that supports employers in meeting their responsibilities.
GOVERNANCE	INDUSTRY
Trusted communication with senior officers, councillors, Committee and Board stakeholders.	A confident external voice that demonstrates leadership, partnership and learning.

The communications ambition

The Head of Corporate Communications will establish a coherent narrative that connects the Fund's purpose, service improvement, governance, responsible investment and regional role. You will ensure communications activity is planned, evidence-led, accessible and aligned to organisational priorities.

Your work will connect our corporate ambitions with the experiences of customers, employers, colleagues and partners

A seat at the leadership table

Lead a function that brings together strategic communications, stakeholder engagement, reputation and customer-focused delivery.

Your leadership portfolio

STRATEGY Develop and deliver the Fund's communications strategy, functional plan and content planning arrangements.	REPUTATION Advise senior leaders on sensitive, complex and high-profile matters, including media interest and reputational risk.
ENGAGEMENT Plan engagement for partner and sector audiences, with clear follow-through.	CHANNELS Lead the Central hub for oversight and delivery of a variety of communication mediums that engage audiences.
INTERNAL COMMUNICATIONS Help colleagues understand priorities, transformation activity, service expectations and their role in delivery.	CONTROLS AND STANDARDS Maintain strong approval routes, publication controls, accessibility, information governance and channel standards.

The team

You will lead the communications function and directly manage the Campaign Manager, Digital and Measurement Lead together with the Branding and Graphics Lead. You will shape priorities, build capability and create a collaborative, customer-focused and performance-led culture.

The function will operate through a hub and spoke model. The central communications team provides strategic leadership, planning, campaign expertise, insight standards and coordination, working with colleagues and subject matter experts across the fund to build communications capability and deliver against shared priorities.

Build influence where it matters

Success will depend on credibility, judgement and the ability to create strong relationships across a diverse stakeholder landscape.

Executive Director and Senior Leadership Team	Act as a trusted strategic adviser, helping leaders communicate priorities, manage issues and build confidence.
Senior Officers and Operational Leads	Build strong communications business partnering relationships with senior officers and operational leads. Translate strategy, transformation and service improvement into clear narratives and coordinated communications.
Councillors, Pensions Committee and Local Pensions Board	Support transparent, accessible and well-governed communication with elected members and oversight bodies.
Members and Employers	Ensure communications are clear, timely, inclusive and grounded in customer needs.
Regional partners	Build productive relationships with local authorities, public sector organisations, advisors and strategic partners.
LGPS and wider pensions industry	Strengthen the Fund's external profile through professional networks, sector engagement, events and thought leadership.

What success looks like

The role provides the scope to create lasting improvement in how the Fund communicates, engages and demonstrates value.

Priorities for the successful candidate

- Create and embed a communications strategy aligned to the Corporate Plan.
 - Strengthen planned engagement with members, employers, councillors, governance bodies and partners.
 - Develop clear narratives for customer service, transformation, governance, responsible investment and the Fund's regional role.
 - Lead campaigns that meet accessibility and audience need while ensuring on brand messaging and publication controls.
 - Introduce meaningful communications measures covering reach, engagement, stakeholder activity, sentiment and issues.
 - Build the Fund's reputation as a trusted, forward-looking and collaborative voice in the pensions industry.
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Your platform for influence

Customer confidence

Stronger stakeholder relationships

Visible industry leadership

Clear, consistent organisational narrative

Strategic, credible and delivery focused

You will combine communications expertise with sound judgement, political awareness and a commitment to excellent public service.

You will bring

- Significant communications leadership or senior management experience.
- Experience of developing or embedding new ways of working across a communications function, including building effective relationships and communications capability beyond the immediate team.
- A strong record of advising executive and senior leaders on communications, stakeholder engagement, reputation and issues management.
- Excellent strategic planning, writing, editorial and presentation skills.
- The ability to explain technical or complex issues in plain English.
- A strong understanding of digital communications, campaigns, brand, internal communications and evaluation.
- The confidence to work calmly and credibly on sensitive matters and under competing deadlines.

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Particularly relevant experience

Experience in pensions, local government, financial services, the public sector or another regulated environment would be valuable. Knowledge of the Local Government Pension Scheme would be advantageous, but the ability to learn quickly, build trust and lead strategically is equally important.

**We are looking for a leader who can see the bigger picture,
turn strategy into action and bring people with them.**

Lead the conversation. Build the reputation. Shape the future.

A rare opportunity to use communications leadership to support better outcomes for members, employers and communities.

As Head of Corporate Communications, you will help determine how West Midlands Pension Fund is understood by those who rely on us, work with us and oversee our work. You will lead a talented function, advise senior decision-makers and build relationships that enhance confidence in the Fund.

If you are an ambitious communications leader motivated by purpose, influence and measurable impact, we would welcome your application.

HEAD OF CORPORATE COMMUNICATIONS West Midlands Pension Fund

Directorate	West Midlands Pension Fund
Service	Pensions
Reports to	Deputy Director of Governance and Corporate Services
Direct reports	Campaign Manager; Digital and Measurement Lead, Branding and Graphics Lead
Workstyle	Agile; any suitable location within the City of Wolverhampton

Application information

For more information please email wmpfrecruitment@wmpf.wolverhampton.gov.uk