



JOB DESCRIPTION

Role	Public Transport Customer Development Manager
Reports to	Assistant Director, Public Transport
Directorates	Place and Connectivity
Department	Public Transport
Grade: (Pay Award Pending 25/26)	GRADE 14

Job Purpose

To take the lead role and responsibility for planning the development of the bus network customer experience and integration with other transport modes.

Manage a team of subject matter experts to ensure the bus network is developed in line with the associated bus vision and the governance model that the Combined Authority pursues.

Lead the delivery of the bus network 'eco-system' seeking out and delivering innovation and best practice in customer experience such as fares and ticketing, real time information, stop/shelter environment, journey planning and business/developer investment.

To act as the lead subject matter expert for bus network development and the customer experience in the region, working within programmes and or/projects on a cross functional basis to deliver new and/or improved governance models of bus network delivery.

Key Responsibilities

- Provide effective leadership to the development of the Bus Network, leading, managing and motivating all partners and stakeholders to achieve the CPCA objectives and agreed priority outcomes, specifically related to the customer experience
- Lead on the development of a pipeline of projects and initiatives that improve and enhance the customer experience and seek out funding opportunities to enable delivery.
- Lead on the procurement and delivery of a new Real Time Passenger Information system, working with local authority partners to ensure the project adheres to cost, quality and time deliverables
- Lead on the delivery of fares and ticketing initiatives, including targeted schemes (incorporating best practice and behavioural science) as well as enhanced journey planning and payment options to create an enhanced customer experience
- Lead on improving and enhancing the bus stop/shelter environment, to a range of metrics that link to customer safety and experience
- Lead the development of better practices and/or process to secure business and developer investment into the bus network, including Section 106 and CIL contributions. Act as the CPCA lead with constituent councils and the business community and attract and deliver investment, working closely with colleagues in the team
- Act as the lead subject matter expert and offer appropriate and constructive challenge over the performance of wider project workstreams, working with colleagues to find solutions to keep workstreams to time, budget and quality targets
- Evaluate situations using multiple sources of information and set up effective monitoring and evaluation of the bus network to inform improvements. Solutions will typically require some new planning and resource elements.
- Work collaboratively with colleagues to ensure a pipeline of projects and improvements to improve bus service delivery and evidenced and achievable.
- Producing timely and informed advice, briefings and reports to a range of audiences including, but not limited to, Senior Management, Place and Connectivity,



Transport and Infrastructure Committee, and other CPCA Committees/CPCA Board as required.

- Working closely with key stakeholders (internally and externally) and public sector partners to ensure that bus service delivery is effective and fit for purpose.
- Lead robust business cases/funding bids which provide the necessary insight upon which to make evidence-based decisions as necessary.
- Manage resources within agreed procedures and budgets, securing appropriate delivery budgets and ensure effective financial management controls are in place to provide timely budget monitoring information.
- Providing timely and effective communication to all key stakeholders and partners, including developing communications plans to support projects and contribute to the delivery.

Person Specification

QUALIFICATIONS & KNOWLEDGE

All essential unless indicated otherwise

- Educated to degree level (or equivalent experience) or equivalent experience working at a commensurate level
- To have at least extensive experience of developing and delivering bus or transport (such as rail) improvements, specifically aimed at improving the customer experience
- Knowledge of Local/Central Government/Combined Authorities and devolution deals (Essential – knowledge in at least of one of these areas)
- Ability to quickly grow awareness of Department for Transport guidance into bus networks and funding opportunities
- Ability to quickly grow awareness of transport opportunities and challenges in the Cambridgeshire and Peterborough region
- Excellent organisational skills, to plan the use of people and resources to meet deadlines
- Ability to monitor and control budgets
- Excellent IT skills including the use of excel and monitoring and evaluation information.
- To provide line management of subject matter experts and other project/consultant support as required, in line with Combined Authority policies and procedures, including provision of appropriate coaching and mentoring support.
- Effective data collection, analysis, management, and reporting.
- Contract management skills related to the management of consultants and technology/maintenance contracts, with the ability to understand how contractual performance mechanisms can enable improved delivery and how to apply those mechanisms as a 'critical friend' to contractors
- Analytical thinking: with the ability to pre-empt issues and solve problems in a logical manner.
- Ability to work, influence and collaborate with a wide range of stakeholders.
- Able to write reports/proposals/professional briefings and adapt outputs for different audiences.
- Excellent presentation skills: the ability to present complex ideas in a comprehensive but accessible format.
- Well-developed interpersonal and communication skills: able to form effective relationships with a wide range of stakeholders from public and private sectors, senior management
- Appreciation of UK bus and transport industry
- Good understanding of political sensitivities



EXPERIENCE

- Extensive experience of delivering customer improvements (essential) ideally within the transport sector (desirable)
- Proven experience of managing projects/programme of delivery and delivering within agreed timescales and budgets.
- Previous experience of managing budgets for ongoing delivery of projects and significant capital, including budget setting and monitoring
- Experience of delivering an improved transport network, in relation to the customer experience, with a specific focus on journey planning and a simpler, easier to use network

Leadership Behaviours :

- Proven leadership developing and empowering high performance teams and adapting leadership style in order for the individual and team to achieve their objectives alongside personal achievement and wellbeing
- Strong proven ability to develop effective working relationships with partners/stakeholders, working in collaboration to lead, influence and achieve outcomes
- Confident communicator, able to present, explain and influence decisions on broad and complex issues with a wide range of partners/stakeholders using appropriate skills including engagement, listening, influencing, shaping, persuading and negotiating
- Able to develop effective working relationships and partnerships and drive consensus in a respectful and consistent way that builds trust and values the contributions of others
- Well developed strategic and critical thinking combined with sound and timely actions and leadership decisions
- The post-holder is expected to maintain the highest level of confidentiality and discretion at all times during the course of their work.