

<b>JOB DESCRIPTION</b>	
<b>Role</b>	Customer Relations Officer
<b>Reports to</b>	Public Transport Communities Manager
<b>Direct Reports</b>	<b>None</b>
<b>Directorate</b>	Place & Connectivity
<b>Department</b>	Public Transport
<b>Pay Grade (Pay Award 25/26 Pending)</b>	<b>NJC 10</b>
<b>Job Purpose</b> To support the Public Transport Communities Manager in delivering effective customer engagement, ensuring passengers are well-informed about public transport services. The role focuses on communication, customer enquiries, and feedback analysis, ensuring that service users receive accurate and timely information while enhancing their experience.	
<b>Key Responsibilities</b> <b>Customer Communication &amp; Public Information</b> <ul style="list-style-type: none"> <li>• Maintain and update public transport information across digital platforms where needed (web pages, social media, and other customer-facing channels).</li> <li>• Ensure that public-facing transport messaging is clear, timely, and customer-focused.</li> <li>• Act as a link between the Public Transport Team and Corporate Communications.</li> </ul> <b>Customer Enquiry Management</b> <ul style="list-style-type: none"> <li>• Monitor customer correspondence and feedback channels, ensuring timely and effective responses.</li> <li>• Identify trends in customer enquiries to suggest improvements in service information.</li> <li>• Assist in enhancing Customer Communication processes, where appropriate.</li> </ul> <b>Stakeholder Coordination</b> <ul style="list-style-type: none"> <li>• Work closely with bus operators and community transport providers to ensure passenger concerns and feedback are relayed effectively.</li> <li>• Collaborate with internal teams to ensure that customer-facing transport information is aligned with service changes and operational updates.</li> </ul> <b>Data Collection &amp; Reporting</b> <ul style="list-style-type: none"> <li>• Conduct customer satisfaction surveys and analyse feedback trends to inform Public Transport service improvements.</li> <li>• Work alongside the Network Delivery Team to ensure customer insights are incorporated into quantitative service performance data.</li> <li>• Prepare periodic reports summarising customer engagement outcomes and key issues for internal stakeholders.</li> </ul> <b>Marketing &amp; Awareness Campaign Support</b> <ul style="list-style-type: none"> <li>• Assist in promoting public transport awareness campaigns in collaboration with transport providers.</li> </ul>	

- Support the Community Transport Officer and Development Officers in delivering passenger engagement initiatives.

## PERSON SPECIFICATION

### Qualifications & Knowledge

*(All essential unless indicated otherwise)*

- Educated to degree level or equivalent experience in a communications, customer engagement, or public service role.
- Experience in customer communication and service delivery, ideally within public transport or a related field.
- Strong knowledge of customer engagement techniques and communication best practices.
- Ability to quickly develop awareness of transport policies, challenges, and opportunities in the region.
- Proficiency in data collection, analysis, and reporting for customer feedback evaluation.
- Strong IT skills, including Excel, CRM tools, and content management systems.
- Understanding of public transport operations and service delivery structures. *(Desirable)*

### Experience

- Experience handling customer interactions and public communication initiatives.
- Proven ability to manage digital and written communication platforms for public information dissemination.
- Strong experience in survey development, data analysis, and reporting.
- Experience in working collaboratively with multiple stakeholders, including transport providers and communication teams.

### Behaviours

- Collaboration & Influence – Works effectively with internal teams and external stakeholders to ensure cohesive messaging and customer support.
- Communication Excellence – Strong verbal and written communication skills, with the ability to tailor messages to different audiences.
- Customer-Centric Approach – Focused on enhancing passenger experience by ensuring accurate and accessible transport information.
- Analytical Thinking – Able to identify customer feedback trends and suggest data-driven improvements to service communication.
- Professionalism & Integrity.