



Job Description

Post Title: Passenger Incentive Programme - Engagement Officer

Directorate: Policy, Strategy and Innovation

Reports to: Fares and Payment Delivery Lead

Direct Reports: 0

Salary Band: SP23-SP27

Key Relationships: Fares and Payment Senior Manager, Outside Organisations, Bus Operator Group and Swift Programme Delivery Team

Role Purpose

The Passenger Incentive Programme (PIP) is a part of the Bus Strategy Improvement Plan (BSIP) which has two aims:

- To encourage individuals in the west Midlands to change their travel habits by offering free bus travel schemes and travel support.
- To improve opportunities for residents who may have previously been excluded from public transport access in the West Midlands.

The PIP Engagement Officer will work with various cohorts and hard to reach groups in order to offer them free and then discounted travel on the bus network over the next two years.

The post holder will liaise with various organisations, both Public and voluntary who will identify eligible groups and will work with them to help enable their access to these tickets using new and bespoke technologies.

The PIP Engagement Officer will play a crucial role in removing barriers, working with organisations and providing materials to support residents in accessing this opportunity including identifying ways we can engage with hard-to-reach groups of people.

Responsibilities:

- Represent the WMCA at stakeholder briefings, providing advice and direction to peers at local authorities in relation to working to remove barriers to access across various cohorts.
- Support organisations and key stakeholders with the newly developed technological solution, surveys, and forms. Ensuring that all tickets are delivered to customers in a timely manner via the ticketing systems.
- Provide and present educational materials to assist residents in using digital platforms, sharing with other organisations in the region as required, to help support the initiative across the West Midlands.

- Provide accurate and up to date monthly progress reports to the Fares and Payments Senior Manager, Department of transport and local bus operators.
- Co-ordinate a programme of activities and events which increase the engagement of organisations working with the Passenger Incentive Programme cohorts.
- Promote the key messages of the Passenger Incentive Programme to organisations working within the community to current and potential users of the services and partners delivering services.
- Lead on co-ordination of engagement and support to Organisations.
- Provide, workshops and events which engage and empower organisations and customers to use public transport.
- Development of The Bus Passenger Incentive Programme to ensure the maximum take up of the Passenger Incentive Programme.
- Maintain relationships with the outstanding number of organisations working within cohorts.
- Organise activities and events designed to increase 'reach' across organisations in partnership with the identified lead for engagement.
- Attend and take part in organisational activities, such as workshops and regular meetings in order to build awareness of the passenger Incentive programme.
- Liaise with the Fares and Payment Senior manager, Swift Team and key stakeholders to plan an annual programme of activities to ensure cohorts are identified and engaged with.
- Liaise with and offer support to all local organisations, build relationships and organise events/sessions to promote the relationship between those organisations and WMCA.
- Feed into weekly reporting on take up of the incentive scheme.

Person Specification

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>			Assessment Method		
Experience	E	D	App*	Int**	Other***
Experience of working with varied Stakeholder groups.	X		X	X	
Experience of communicating both verbally and in written form with differing stakeholders.	X		X	X	X
Experience of feeding into Action plans.		X	X	X	
Experience of reporting progress to various stakeholders.	X		X	X	
Experience of working with a variety of customers.	X		X	X	
Experience of selling new ideas/products or ways of working.	X		X		
Skills/Knowledge/Abilities	E	D	App	Int	Other
Ability to operate in a project environment, meeting deadlines, reporting progress and identifying blockages.		X	X	X	
Excellent customer negotiation skills.	X		X		
Knowledge of the needs of residents in relation to transportation and specifically the Bus network.		X	X	X	
Proficient in the use of Office Software including Teams, Word, Excel, Powerpoint and publisher.	X		X		X
Ability to work effectively as part of a wider team.	X		X	X	
Highly organised, flexible in approach and ability to work under pressure.	X		X	X	

Excellent Communication Skills.	X		X	X	
Ability to work and maintain good working relationships.	X		X	X	X
Effective problem solver.	X		X		
Qualifications/ Professional Memberships	E	D	App	Int	Other
GCSE Maths and English or equivalent experience in a similar role.	X		X		X

* Application

** Interview

*** Details will be shared at interview stage

Core Expectations

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

Value	Competency	Behaviour
Collaborative	Team Focused	Works as part of team, managing and leading.
	Service Driven	Customer, resident and partner focussed.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

Health and Safety

All employees have a duty to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health and safety.

Equality and Diversity

To promote and champion equality and diversity in all aspects of the role

Learning and Development

To participate in and take responsibility of any learning and development required to carry out this role effectively.

Performance Management

To actively engage in the performance management process and take responsibility for managing performance outcomes.

GDPR (General Data Protection Regulation)

To ensure the reasonable and proportionate protection, processing, sharing and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.

Other

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis