



Job Description

Job Title:	Customer Intelligence Field Officer
Directorate/Team:	Customer Experience
Location:	16 Summer Lane or other site/location
Responsible to:	Customer Intelligence Team Leader
Responsible for:	0
Key working relationships: (internal)	Bus Station Staff, Safer Travel Police Team
Key working relationships: (external)	Citizens of the West Midlands

Purpose of the Post

As a frontline customer champion, you are the public face of the WMCA. Fulfilling a variety of roles including field-based data collection, undertaking recognised market research interview techniques and providing face to face customer service at busy touch points across the West Midlands.

Accountabilities

- To carry out both qualitative (market research) and quantitative surveys (count surveys) and accurately record the information requested using the designated equipment (data capture equipment, electronic or manual).
- Deliver a smart, friendly, visible, high-profile presence on the network at a range of locations including bus stations, travel centres, at stops and on services.
- Accountable for ensuring any duties requiring retailing and or handling cash are fully auditable, compliant and in line with the relevant policies.
- Monitoring, recording and reporting where necessary any issues of concern with the state of facilities/assets or unsafe actions of bus drivers, contractors or customers. To provide a positive service and passionate about influencing change.
- Working flexibly being an integral part of a team, being open, honest and adaptable to changes within the business.
- To ensure the information collected always remains confidential and secure.

Responsibilities

Strategic

- Represent West Midlands Combined Authority as a '**Customer Champion**' in a front-facing role in a professional manner
- Act as an **ambassador for the client**, including internal departments and external organisations (e.g. West Midlands Metro)
- Work flexibly and with integrity to meet the needs of the WMCA and the Customer Experience function.

People

- Respond to public enquiries, answering questions and directing or referring issues appropriately
- Communicate effectively with members of the public using tact and diplomacy
- Report incidents of anti-social behaviour or escalate to appropriate WMCA staff

Operational

- Ensure accurate data collection and recording to required quality standards across the region
- Work on a shift basis at varying times throughout the day
- Identify and report survey anomalies and produce written reports
- Maintain responsibility for issued equipment (uniform, phone, charger, etc.)
- Follow and comply with Health & Safety policies, including personal safety in various environments

Financial

- Undertake compliant cash handling and reconciliation duties
- Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.

Other

- Ensure adherence to data quality standards (could also sit under operational but has a governance aspect)
- Maintain awareness of personal security and risk management when working in public or isolated areas
- Represent the WMCA in a professional manner.
- Undertake such tasks as may reasonably be expected commensurate with the scope and level of the role.

Person Specification

Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
	E	D	A*	I*	T*
Experience	E	D	A*	I*	T*
Experience of dealing with the public in a customer-facing role	X		X		
Experience of data collection and/or market research techniques		X	X		
Skills / Knowledge	E	D	A*	I*	T*
Excellent communication and interpersonal skills; ability to interact with internal and external colleagues at all levels in a diplomatic and professional way	X			X	
Excellent timekeeping and a resilient character	X			X	
Beginner to Intermediate proficiency in Microsoft Word, Excel, Outlook & Internet Explorer	X		X		
Ability to react, adapt, and use initiative effectively in unforeseen circumstances while meeting deadlines	X			X	
High attention to detail	X			X	
Knowledge of public transport network		X	X		
Ability to write reports clearly and accurately		X	X		
Qualification / Education / Training	E	D	A*	I*	T*
GCSE Level	X		X		
NVQ 2 qualification (Customer Service)		X	X		

*Key: A = Application, I = Interview, T = Testing/Assessment

Core Expectations

Health, Safety & Wellbeing	All employees have a duty to take reasonable care for the health, safety, and wellbeing 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, safety, and wellbeing.
Equality & Diversity	Promote and champion equality and diversity in all aspects of the role.

Learning & Development	Participate in and take responsibility of any learning and development required to carry out this role effectively.
Performance Management	Actively engage in the performance management process and take responsibility for managing performance outcomes.
GDPR	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.
Adherence to Policies	Be aware of and comply with all organisation policies.
Matrix Working	Work in a matrix way when required by actively collaborating across traditional boundaries—such as directorates, functions, or geographic areas—to achieve shared goals. Depending on your role, you may contribute to multiple projects or workstreams, often working alongside different teams and leaders.
Business Continuity	All staff should actively participate in business continuity training and exercises when required, ensuring they understand and follow business continuity plans and procedures to maintain organisational resilience during disruptions.
Other	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

Values

Collaborative	We work as one organisation, building trust, connection and shared purpose across teams and partners to create the biggest impact for our region.
Inclusive	Every voice matters – we create belonging, fairness and psychological safety so everyone can thrive.
Innovative	We think future and act smarter – embracing curiosity, creativity and continuous improvement to shape the future.
Driven	Focused on impact – leading with clarity, care and courage to deliver meaningful results for the West Midlands.

Our culture is built on collective leadership, where everyone plays a part in shaping how we work and succeed together. Guided by our values, we create an environment where people feel valued, supported and able to contribute their best. Through behaviours grounded in clarity, care and courage, as set out in our Leadership Statement we are making the West Midlands Combined Authority the best place to work and belong.

Additional Post Requirements

Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family
		SP19 to SP23	
Position Reference	CA12595, CA11343, CA12591, CA11344, CA10759		