



Job Description

Post Title: Bus Service Specialist

Directorate: Integrated Network Services

Reports to: Bus Services Manager

Direct Reports: 0

Key Relationships: Bus Operators, Bus Services Team, Integrated Information Team, Bus Performance Team, Bus Station Teams

Role Purpose

Ensure that Transport for West Midlands (TfWM), working with West Midlands Bus Alliance Partners, delivers a cohesive and integrated bus network as part of a wider integrated public transport system, in order that journeys are seamless and accessible. This will include working in partnership with local bus operators to positively influence the delivery of commercial bus services and the delivery and management of subsidised bus services to meet a social need and meet the aims and objectives of the West Midlands Combined Authority (WMCA).

Responsibilities

- Support the Bus Services Manager in the delivery of the West Midlands Bus Network. Positively influence and challenge bus operators to shape the commercial bus network across the West Midlands geographical area to deliver the policy objectives of the West Midlands Combined Authority (WMCA).
- Identify geographical areas of the West Midlands not meeting adopted access standards due to gaps in the commercial network. Use all available data and information to review and identify suitable bus service provision and prepare service specifications for tender.
- Support the procurement process for the provision of subsidised bus services including engaging with the local bus operator market, answering queries from

potential providers, analysing costed proposals and making recommendations for contract awards to the tender award panel.

- Negotiate effectively with local bus operators to agree any required changes to contract specifications and tender returns to achieve best value for TfWM and the best available service for passengers.
- Accurately manage and maintain a portfolio of subsidised bus contracts on the TfWM subsidised bus contracts database, E P Morris ETM DAS software. Regularly review and analyse contract performance, patronage and other data, to allow comparison against Key Performance Indicators and identify trends.
- Specify data collection on subsidised bus services that are due for contract renewal or require ad-hoc monitoring, e.g. to determine levels of service performance or adherence to formal partnerships.
- Assist in the periodic review of the Subsidised Bus Conditions of Contract and associated service specifications to ensure they remain up to date and fit for purpose reflecting developments in the industry and changes in legislation or guidance.
- Work with the Network Support and Contracts Co-ordinator to closely monitor subsidised bus contract performance. Manage bus operators to ensure compliance with the required standards in the associated conditions of contract. Where appropriate introduce interventions and mitigations to ensure bus contract performance is maintained to a high standard.
- Work closely with the Bus Infrastructure and Performance team and other internal and external stakeholders to coordinate continued delivery of the bus network during periods of disruption from maintenance programmes and infrastructure schemes affecting the highway.
- Provide advice and support for the effective management of planned and unplanned events affecting the highways within the region, to ensure that bus services are coordinated, and that customer information is clear and accurate. Support the work of the RTCC to assist in proactively managing the bus network at times of planned and unplanned disruption. This will periodically require working outside of core hours.

- Undertake detailed analysis of bus service registrations to understand the impacts of bus service revisions on the bus network, ensuring a proportionate response and, where appropriate, action is taken. Bus service changes will need to be clearly communicated with internal and external stakeholders to ensure public information is accurate and that any changes are disseminated widely.
- Through the bus service registration process ensure that local bus services meet minimum service requirements of any statutory partnerships including the West Midlands Enhanced Partnership.
- Contribute to the strategic development and future planning of the bus network as part of a wider integrated network, in-line with the existing and any emerging financial position and policy or legislative changes.
- Support the formulation and delivery of key deliverables of the West Midlands Bus Service Improvement Plan and associated Enhanced Partnership including Network Development and Delivery Plans.
- To provide high quality specialist services and to represent the work of the Bus Delivery Team in meetings and wider discussions with all stakeholders, specifically with regards to bus services and inclusive of other service areas delivered by TfWM.
- Liaise with TfWM's Bus Alliance partners, and other bus operators, as a key point of contact in building and maintaining functional relationships with regards to the operation of the local bus network and wider responsibilities of the Bus Delivery Team.
- Liaise with passengers and representative groups, Local Authorities, local Councillors, West Midlands Combined Authority (WMCA) Elected Members, Members of Parliament and other stakeholders, as and where required, regarding bus services and bus network matters. This liaison will recognise the wider role and work of TfWM and the WMCA.
- Work with all stakeholders on identifying and delivering possible improvements to the public transport network and service provision.
- Manage excellent relationships with stakeholders such as Transport Focus, Bus Users UK, Campaign for Better Transport and local stakeholders including hospitals, universities and major retail centres.

- Investigate and provide responses to stakeholder queries, complaints and comments, and seek improvements to bus services as a result of issues raised by passengers, MPs, elected members, the public, local authority colleagues and internal teams.
- Provide information for, attend and actively participate as required at public meetings and events, such as Passenger forums and events, local ward liaison events and meetings and the Bus Operators' Panel.
- Assist in the development, deliver and management of formal and voluntary Partnership Schemes relating to the provision of local bus services and associated elements.
- Work with the Passenger Information and Integrated Data teams to provide accurate and timely information to passengers. Liaise with Communications and PR teams to publicise service changes.
- To participate in any learning and development activity required to effectively carry out the duties of the role, and to participate in the Performance Development Plan process.
- To comply with all WMCA policies and procedures.
- To promote equality and diversity in all aspects of the role.

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***
Dealing with and understanding the workings of public and statutory organisations, specifically local transport and highways authorities.	X		X	X	X
Bus scheduling and bus timetable development.	X		X	X	X
Working with or within local bus operators.	X		X	X	
Managing contracts, particularly related to addressing performance issues or associated contractors.		X	X	X	
Using E P Morris ETM DAS or similar/equivalent specialist contract management software		X	X	X	
Working directly with elected political representatives and members of the public.		X	X	X	
Skills/Knowledge/Abilities	E	D	App	Int	Other
Understanding of local bus operations and the associated regulatory environment	X		X	X	X
Ability to work well under pressure and to manage multiple priorities simultaneously.	X		X	X	
Good and demonstrable interpersonal, communication, customer service and stakeholder management skills.	X		X	X	X
Ability to negotiate effectively and achieve the desired outcome.	X		X	X	
Ability to produce reports, briefing notes and present data in various formats.	X		X	X	X
Understanding of bus industry and customer service best practice		X	X	X	
Qualifications/ Professional Memberships	E	D	App	Int	Other
Educated to Level 3 standard or equivalent.	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