



## **Job Description**

**Post Title:** Customer Intelligence Field Officer

**Directorate:** Integrated Transport Services

**Reports to:** Customer Intelligence Team Leader

**Direct Reports:** 0

**Salary Band:** SCP 19 - 23

**Key Relationships:** Head of Bus, Principal Transport Performance Analyst, Human Intelligence Manager, Head of Cycling and Walking

### **Role Purpose**

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.

### **Responsibilities**

- To carry out qualitative (market research) and quantitative surveys (count surveys) using designated equipment across the West Midlands County area and neighbouring Shires.
- To monitor, record and report where necessary any issues of concern with the state of facilities/assets or unsafe actions of bus drivers, contractors or customers and be passionate about influencing change.
- Represent West Midlands Combined Authority as a 'Customer Champion' responding to public enquiries, reporting incidents of anti-social behaviour.
- To deliver a smart, friendly, positive, visible presence on the network at a range of locations to include bus stations, travel centres at transport stops and on services.
- To undertake compliant cash handling and associated reconciliation duties as required.

### **Person Specification**

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>			<b>Assessment Method</b>		
<b>Experience</b>	E	D	App*	Int**	Other***
Experience of dealing with the public in a customer facing role.	X		X		
Experience of data collection and/or market research techniques.		X	X		X
<b>Skills/Knowledge/Abilities</b>	E	D	App	Int	Other
Excellent communication and interpersonal skills.	X				X
Excellent timekeeping and a resilient character.	X				X
Knowledge of public transport.		X	X		
High attention to detail.	X				X
Be available to work a minimum of 24 hours in each working week, usually over 4 separate days.	X		X		
Be available to work a minimum of 4 unrestricted weekend days per 4-week period and public holidays to suit business need. (Weekend days count as part of 4 days/24 hours per week and are not additional).	X		X		
Able to travel to various locations throughout the West Midlands County and neighbouring Shires.	X		X		
<b>Must not</b> be employed by any of the bus, train or metro operators within the West Midlands County.	X		X		
Proficient using a mobile device	X				X
<b>Qualifications/ Professional Memberships</b>	E	D	App	Int	Other

\* 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