



Job Description

Job Title:	Head of Customer Experience Strategy – Bus Franchising
Directorate/Team:	Bus Franchising Programme
Location:	16 Summer Lane
Responsible to:	Bus Reform Director
Responsible for:	Line management of a small team of experts
Key working relationships: (internal)	WMCA Executive Directors, Chief Officers, operational Directors and Heads of Department, Head of Customer Experience, Head of Marketing & Engagement, Head of Transition for Bus Reform, Head of Commercial
Key working relationships: (external)	Local Authorities and Local Councillors, Transport authorities and Operators, Community & Business Representatives, Customers and Residents, Transport Focus and DfT

Purpose of the Post

The Head of Customer Experience Strategy is responsible for defining, embedding and delivering the Customer Vision, Customer Commitments and end-to-end customer proposition across the Bus Franchising Programme.

Acting as the organisation's customer champion, this role ensures that customer outcomes are central to decision-making, governance and delivery across all programme workstreams and directorates. The postholder will drive alignment and accountability for customer experience, ensuring that transformation activity delivers measurable improvements in customer outcomes and service quality.

The role has responsibility for leading significant resources and budgets, ensuring value for money, robust financial control and effective deployment of capability. It is also accountable for identifying and managing customer and service-level risks, and for ensuring compliance with relevant governance, policy and regulatory frameworks.

Accountabilities

- Ensuring Customer Experience Principles and Commitments are embedded and delivered across all aspects of the Bus Franchising.
- Develop and own the customer strategy for bus franchising and future operations, with a focus on quality customer experience and engagement
- Be the strategic customer lead across the franchising transition programme, ensuring the customer need and expectations are understood, embedded and delivered across the wider complex programme, and the WMCA.
- Act as "customer champion" in all governance forums and programme workstreams to ensure that the customer has been considered alongside commercial and operational factors, providing effective challenge as appropriate
- Play a key leadership role in the development of the Operating Model for Bus Franchising ensuring that operating design will deliver on Customer Commitments and aspirations

- Play a leadership role in ensuring all communications and engagement on Bus Franchising appropriately reflects the Programme Customer Commitments
- Ownership of customer experience performance (e.g., satisfaction, accessibility, trust)

Responsibilities

Strategic

- Ensure WMCA delivers a clear, compelling and financially sustainable integrated customer proposition for the delivery of bus franchising
- Provide Customer Experience expertise, insight and challenge to the Bus Franchising Programme and Workstreams
- Ensure that any franchising or operating models are designed and measured from a 'customer first' perspective
- Support the Bus Reform Director to ensure Customer Commitments are a key part of decision making at all important milestones of the programme
- Work flexibly and with integrity to meet the needs of the WMCA and TfWM.
- Direct and encourage the development of the customer experience, underpinned by principles aligned to diversity, inclusion and accessibility

People

- Lead as part of a matrix managed team of experts and specialists, both within the Authority and external consultants, to deliver the bus reform programme to an agreed timetable.
- Promote development of a culture within WMCA that enables delivery a world class integrated public transport system in the region.
- Working closely with the other accountable leads in the customer workstream, ensure that insight is commissioned, used and embedded in a strategic way.
- Work collaboratively with comparative postholder in the WMCA to align vision and programmes for consistency, where applicable

Operational

- Engage and support operational teams to embed Customer Commitments across each Franchise tranche to ensure seamless movement between transition and operational customer delivery.
- Support the delivery of a relevant and effective public engagement throughout the phased approach to bus franchising to ensure a fully franchised model which is inclusive and accessible and serves the best interests of passengers.
- Development and inclusion of new customer-thinking relating to technology, accessibility and real-time tracking
- Accountability for customer-related KPIs across franchising

Financial

- Responsible for Customer specific and dedicated budgets which fall within the Bus Reform Programme.
- Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.

Other

- Live the WMCA's values and promote a positive and productive work environment.
- Act and demonstrate behaviours commensurate with being a member of the Bus Franchising Programme Senior Leadership Team.

- 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

The successful candidate will have a proven track record of delivering excellent customer experience at a senior level with clear and measurable outcomes. With experience of implementing and embedding vision and strategies for customer experience for large multi-stakeholder organisations and a record of collaborative working to deliver on those strategies. Communicating complex challenges and opportunities for customers is an important part of this role.

Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
	E	D	A*	I*	T*
Experience					
Extension experience of working as a senior executive with significant experience of curating and delivering high quality customer services within a large-scale service focused organisation			X	X	
Strong track record of achieving growth through the delivery of customer experience improvements	X		X	X	
Successful experience of developing customer experience strategies and setting a clear vision for motivating a high performance multi-disciplinary team.	X		X	X	
Success in leading effective multi-partner engagement in an organisation with complex governance, industry relations and within a challenging financial climate, while analysing and resolving complex stakeholder issues.	X		X	X	
Strong track record of developing collaborative and productive partnerships and relationships to deliver organisational objectives, ideally within the customer experience sphere.	X		X	X	
Successful experience of driving customer focused and innovative service quality improvements utilising comprehensive data, customer insight and technological transformation while leading the delivery of associated complex change.	X		X	X	
Successful experience of working cross functionally, developing new products and services in a relevant or comparable context focused on improved customer experience and growth.	X		X	X	
Extensive experience of driving positive business outcomes via problem solving, complex decision making and collaboration.	X		X	X	
Successful relevant experience of exercising judgement and using insights and sensitivity effectively at a senior level, providing clear professional advice and rationale.	X		X	X	
Skills / Knowledge	E	D	A*	I*	T*
Engaging and impactful leadership skills to earn trust and develop a high-performance culture to help people to achieve success.	X		X	X	
Clear communicator with strong reputation for authenticity	X		X	X	
Possess or can develop, sound understanding of public transport strategy.		X	X	X	
The capacity to operate effectively at a senior level in a politically led organisation or the ability to develop this quickly.		X	X	X	

Works collaboratively and successfully with stakeholders, partners and teams to support delivery of agreed strategic priorities.	X		X	X	
Adaptable and able to effect change in a timely manner.	X		X	X	
Empowering through providing opportunities for others to develop and grow.		X	X	X	
Inclusive leader, actively seeking out and considering different views and perspectives to inform better decision making.	X		X	X	
Customer focused, anticipating, responding to and seeking to exceed the expectations of stakeholders, customers and partners.	X		X	X	
Qualification / Education / Training	E	D	A*	I*	T*
<ul style="list-style-type: none"> Educated to degree level or with equivalent levels of experience. 	Essential		Application & Interview		
<ul style="list-style-type: none"> Evidence of commitment to continuous personal and professional development. 	Desirable		Application & Interview		

*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.
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		
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 Focussed	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.
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Additional Post Requirements

Essential Car User		Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes <input type="checkbox"/>	No <input type="checkbox"/>	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