



## **Job Description**

Post Title: Bus Station Supervisor

Directorate: Integrated Transport Services

Reports to: Bus Station Manager

Direct Reports: 0

Salary Band: SP 23- 27

Key Relationships: Customer Services

### **Role Purpose**

WMCA is committed to building a healthier, happier, better connected and more prosperous West Midlands. This is our vision. Our Values are central to how we work and interact with our wider partners and stakeholders. We encourage our colleagues to Be **Collaborative**, Be **Innovative**, Be **Driven** and Be **Inclusive**.

The role will be a front-line ambassador for TfWM as part of the West Midlands Combined Authority (WMCA), helping drive the customer experience and ensuring that we present and manage our facilities, brand, and reputation in a safe and reputable manner that gives our customers and contacts trust and dependability in what we offer and provides a showcase for WMCA and bus travel in the region.

### **Responsibilities**

- Working flexibly as part of a team, ensuring that the bus stations are fit for use and provide a high-quality branded customer experience and that all statutory and bus station user agreement obligations are being met.
- Delivering a smart, friendly, visible, high profile, customer-driven presence to all bus operators and bus station users throughout hours of duty.
- Monitoring, recording, and addressing where necessary any issues of concern with the condition of the facilities, unsafe actions of bus drivers, contractors or customers and identifying anything that might undermine the customer

experience.

- Promoting health and safety management and establish good traffic management practices, ensuring all bus operators adhere to the Bus Station Users Agreement.
- Ensuring a safe and secure operational environment for customers, members of the public, staff visitors, and contractors.
- Be proactive in identifying changes to improve the interface and service to our customers and advise the Bus Station Manager of any suggestions so that we can continuously improve the service that we provide to customers.
- Undertake daily health and safety inspections of the site, ensuring that premises are fit for purpose and safe at all times. Report any concerns or defects are reported to the Bus Station Manager for immediate attention.
- Support your health and safety inspections with tours throughout your shift, looking at the customer experience through the eyes of customers, identifying issues and opportunities to drive improvements in customer satisfaction - report any defects (e.g. display of posters, leaflets or matters of cleanliness to the Bus Station Manager.
- Proactively identify customer needs, as well as provide customer information upon request and deliver a high standard of customer service, acting as a professional, high-profile ambassador for bus services.
- Endeavour to provide a high profile, a visible presence so as to maintain operator and customer confidence. To handle customer complaints and other feedback, face to face, and take ownership for any appropriate follow-up activity.
- Be proactive with support to the organization's promotion and delivery of Swift Services and to deliver first-line response to ensure that ticketing vending system are fully operational, reporting and resolving issues.
- Carry out Emergency First Aid and be a First Responder for the application of the Defibrillator equipment at the request of the Emergency Services within the local town centres.
- Assist Bus Station Manager with enquiries and complaints in connection with the operation of bus stations.

- Ensure information on public transport is up to date and as customers would expect to see it, in accordance with our Customer Services Standards - providing feedback on opportunities to improve.
- Work with the WCMA management team and other operators to contribute ideas on ways to improve customer satisfaction, attending meetings, where required, to discuss mystery shopper feedback and customer insight and to help develop the Customer Service Plan for the Bus Station

<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***
Ability to work positively with the general public and work under pressure.	X		X		
Be self-motivated with good attention to detail.	X				
High-level customer service skills and experience in a customer interfacing role in a pressurized environment with large footfall.	X			X	
Cultural sensitivity and empathy, with an ability to identify and serve the needs of a range of customers from different backgrounds and experience in helping people with mobility and other impairments, challenges, and requirements.	X			X	
<b>Skills/Knowledge/Abilities</b>	E	D	App	Int	Other
Basic I.T. skills, including Microsoft Word and Outlook.	X		X		
Excellent interpersonal and communication skills.	X		X		
Good standard of numeracy and literacy.	X				
Good organisational skills with the ability to follow/give instructions to achieve results.		X		X	
<b>Qualifications/ Professional Memberships</b>	E	D	App	Int	Other
Educated to GCSE or O level or equivalent qualification	X		X		
Holder of a relevant transport-based educational qualification		X	X		
Appropriate health and safety certification (IOSH)		X	X		
Accreditation or a qualification in customer service		X	X		

\* Application

\*\* Interview

\*\*\* Details will be shared at the interview stage

## 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.

This role will involve working a 7-day shift pattern which includes weekends, evenings and bank holidays

\* 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 focused.
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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## 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