



Job Description

Job Title:	Senior Insight and Strategy Officer (Fares and Ticketing)
Directorate/Team:	TfWM / Technology and Insight / Swift Fares and Payments
Location:	16 Summer Lane or other site/location as required
Responsible to:	Fares and Payments Senior Manager
Responsible for:	No direct reports
Key working relationships: (internal)	Technology and Insight – Data Insight; Digital and Data. TfWM - Integrated Network Services – Bus; Network Transformation; Customer Experience. TfWM - Policy Strategy and Innovation – Policy and Strategy. Strategy Economy & Net-Zero - Research, Intelligence and Inclusive Growth. Corporate Services – Finance.
Key working relationships: (external)	Swift service area suppliers of ticketing and customer data management systems; equivalents in other transport authorities; Urban Transport Group; Transport operator fares/ticketing teams

Purpose of the Post

The Insight and Strategy Officer will ensure that the Swift service area's strategy, development, and improvement activities are driven by robust, evidence-based insights. This includes the generation of service improvement recommendations by the post holder, supporting development of service strategy and plans. The post holder will lead performance reporting, research, and analysis to inform service improvements, supports managers in interpreting data, and ensures the availability of high-quality management information. The Insight and Strategy Officer will also promote good data governance and practices to enhance trust, resilience, and engagement with service insights.

Accountabilities

- Lead an annual programme of Swift service area performance reporting (including Business-as-Usual performance monitoring, and monitoring and evaluation of business changes) to enable FCTP strategy, development programme and continuous improvement,
- Lead an evolving programme of research to enable FCTP strategy, programme development and continuous improvement.
- Define FCTP's data sourcing and processing needs to facilitate research and performance management, and ensure they are met.
- Ensure FCTP's data processing needs of travellers', operators', and other retailers' transactional data are met, to facilitate broader enablement of FCTP services.
- Provide evidence-based service improvement recommendations to deliver strategic objectives and outcomes to be progressed through FCTP strategy, development programme and continuous improvement

Responsibilities

Strategic

- Understand and have regard to relevant organisational goals, strategies, plans, agreements/schemes, functions, constraints, duties and powers - including those that apply to the Swift service area, issues set out in the service area's strategy, and broader FCTP arrangements - in the execution of all responsibilities.
- Represent FCTP performance and research findings and plans as reasonably required at relevant organisational forums. Promote, report, present and otherwise communicate the findings of performance analysis, research and horizon scanning with internal stakeholders, partners, and broader relevant professional networks and events.

People

- Consult with partners and colleagues, and seek direction, endorsement of work plans and resolution to blockers from the FCTP manager on all responsibilities.
- Develop and maintain personal professional networks in the sector (internal and external stakeholders) as required to aid delivery of all responsibilities.

Operational

Performance

- Support the FCTP manager in developing a performance framework according to business strategy. The framework is to comprise of relevant dimensions of performance to evaluate and relevant metrics and key performance indicators to quantify evaluation.
- Develop and deliver an annual programme of performance analyses and reports based on the performance framework. This programme will include a schedule of reporting with different performance topics to be focussed on throughout the year. It will also include a more comprehensive and all-encompassing annual report.
- Working with Swift senior managers and other senior Swift stakeholders to create and present performance reports required for the performance reporting programme and based on the performance framework. These reports should include processed data, business insights, and recommendations for actions to deliver service improvements.

Research

- Develop, review and deliver a programme of research to investigate FCTP challenges and opportunities, including those identified by stakeholders, and by performance monitoring and wider research.
- Undertake horizon scanning and monitor relevant sector research/reporting to identify wider opportunities, challenges and trends.

Service improvement

- Support the FCTP manager in the development of service improvement recommendations including through the development of strategy and forward planning, supporting development programme project plans, and proposing continuous improvement initiatives drawing on recommendations and findings from performance analysis, research and horizon scanning.
- Support projects by working with project sponsors and managers in the development of monitoring and evaluation plans, and through the provision of information to enable optioneering and case making.

Swift (service area) data sourcing and processing needs

- Commission and review information dashboards and other tools (including sourcing relevant data) to provide FCTP staff and other stakeholders the ability to query customer, journey making, sales and wider operational and performance data. This will involve working with the internal Data Insight team, Swift service suppliers and other relevant suppliers who will deliver requirements.
- Working with the internal Data Insight team to ensure documentation and change management processes are developed and implemented to clarify how data is sourced and processed for performance management and other data dashboards/tools. Communicate requirements related to this to colleagues and partners who are making changes within the remit of these processes and hold others to account for adhering to the documentation and change management process.
- Source and process the data and broader information required to support performance management and research through a mix of primary data sourcing and processing, and through commissioning of other parties (including Data Insight and other suppliers).

Financial
<ul style="list-style-type: none"> Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities. Manage procurement and budgets for projects as and when required when commissioning external services in support of delivery.
Other
<ul style="list-style-type: none"> Represent the WMCA in a professional manner. Undertake such tasks as may reasonably be expected commensurate with the scope and level of the role. Work flexibly and with integrity to meet the needs of the WMCA and Swift service area functions. Maintain knowledge of and adhere to all relevant organisational policies (including but not limited to data standards and regulations) and the evolving needs of the organisation, in the execution of all responsibilities.

Person Specification					
Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	E	D	A*	I*	T*
Developing and delivering performance and other management information, leading to business change.	X		X	X	
Developing and delivering business research, leading to business change.	X		X	X	
Developing evidence informed strategies and other recommendations for business change/improvement: <ul style="list-style-type: none"> in complex multi-stakeholder environment; and with complex and competing business objectives. 	X		X	X	
Developing and delivering monitoring and evaluation of initiatives to support ongoing service improvement.	X		X	X	
Developing and delivering business insight in a complex data environment (complex range of sources of information, complex processing of data).	X			X	
Characterising the needs and behaviours of users of different products.		X	X	X	
Developing insight in a commercial context to support improved commercial outcomes.		X		X	
Complying with data standards and change management policies.		X		X	
Effectively working to commission business performance, research and/or management information requirements to achieve business outcomes.	X			X	
Developing, negotiating proposals and requirements that balance business and stakeholder interests.	X			X	
Leading/chairing/coordinating groups of people to provide focus to programmes of work.	X			X	
Skills / Knowledge	E	D	A*	I*	T*
Proficient written and verbal communication skills, with the ability to confidently, concisely, empathetically and accurately communicate complex quantitative and qualitative information - tailored as required to a range of specialised and lay professional audiences - to enable decision making.	X		X	X	
Able to switch between working in a detail-oriented capacity and to understand and account for the bigger picture.	X			X	
Analytical and critical thinking skills; able to understand an issue by drawing on numerous and varied quantitative and qualitative information sources, combining with existing knowledge, to develop findings and relevant recommendations.	X			X	

Data processing skills: able to spot and address anomalies/errors, automate data processing, process and present data in a range of formats, as well as having knowledge of tools to support data processing including emerging AI tools.	X			X	
Numerical reasoning and statistical knowledge and skills.	X				X
Knowledge of public transport fares, concessions and ticketing and related customer and transport system trends and impacts.		X	X	X	
Ability to manage own workplan, including identification of milestones and interim deadlines needed to meet organisational requirements, and ability to dynamically manage priorities according to business need.	X			X	
Qualification / Education / Training	E	D	A*	I*	T*
Evidence of training/education/qualification requiring learning of relevant statistical and quantitative analysis.		X	X		
Evidence of training/education/qualification requiring learning of relevant research methodologies		X	X		
Evidence of training/education/qualification requiring learning of relevant business analysis/strategy		X	X		
Educated to at RQF Level 3 or above	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.
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.

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

Job Evaluation Details			
Date Evaluation Agreed	JEP Reference	Grade	Job Family