



Job Description

Post Title: Integrated Information Officer

Directorate: Integrated Transport Services

Reports to: Integrated Information Team Leader

Direct Reports: 0

Key Relationships: Integrated Information Systems Specialist, Integrated Information Manager, Information Products Development Lead, Network Coordination Specialists, Bus Services Manager, Bus Services Specialist, Bus Services Coordinator, Contracts Coordinator, Bus Stations Team, Operational Asset Team, Network Resilience Directorate including KRN team, Customer Services Team, Digital and Data team.

Role Purpose

The role is responsible for ensuring bus route and times data is kept up-to-date and accurate within TfWM's systems and manage the production and distribution of passenger information outputs on behalf of TfWM, the wider West Midlands area authorities and bus operators for use across digital, printed and real-time information, providing reliable information that meets the needs of customers and instils confidence.

Responsibilities

- Produce information outputs that meet the commitments contained within the WMCA Roadside Information Recharging Scheme and going forward as specified in the West Midlands Bus Service Improvement Plan (BSIP).
- Execute data management tasks as required, including the import of files (TransXchange) and manual data entry of multi modal, multi operator timetables to keep bus and tram service data for the TfWM and wider West Midlands region up to date and accurate.
- Proactively manage the accuracy and timeliness of bus data through close liaison with the Bus Services Team, data providers in West Midlands Shire regions and operators.
- Maintain the bus and tram stop register and associated geographic information for the West Midlands dataset and ensure it is uploaded to the national datasets (NaPTAN), as required by DfT. This includes managing requests for new stops or changes to existing stops, by working closely with both internal and external stakeholders.
- Undertake the defined processes (or as directed by the Integrated Information Team Leader), to keep multi-modal, multi-operator At-stop timetables, flags and interchange maps up-to-date and accurate on roadside infrastructure on behalf of operator partners, in accordance with the Roadside Recharging Scheme. This includes collaborating with

suppliers on service change production and monitoring their performance to ensure positioning targets are met.

- Maintain and update multi modal cartographical products such as “Where to Board your bus” posters, Sprint onward travel posters and mapping products (using Illustrator and In-Design), as detailed in the West Midlands Bus Service Improvement plan.
- Working with the Bus Delivery Team, Network Resilience Teams, external partners such as bus operators and Local Authorities, produce and co-ordinate information for planned service disruption, through outputs including on street notices, messaging systems for journey planner, electronic passenger information screens, social media and other digital channels.
- Champion the customer when changes to bus services are proposed or made, so that the impact is minimised, and information related to the change is provided as simply and clearly as possible.
- Monitor real time information predictions and manage other information on Electronic Passenger Information screens, ensuring that it is available and providing useful information to customers. Liaise with the EPI Asset Specialist when issues with hardware occur.
- Analyse and validate passenger information costs related the Roadside Recharging Scheme, to ensure timely and accurate invoicing to bus operators.
- Implement defined and ad-hoc quality audits and control processes on all datasets and information products, which include physical site visits and inspections. When errors or issues are identified as part of this, proactively seek to rectify or escalate to line manager if this cannot be achieved.
- Advise and support in the development of new information systems and products for digital and print media, including assisting with procurement processes where this is required.
- Proactively identifying when systems or software do not produce expected results or perform as required to execute activities; raise issue through relevant supplier helpdesk and monitor progress through to resolution, escalating to the Integrated Information Team Leader if required.
- Support the continuous improvement of team activities by identifying innovations that can be made to systems, software or processes and work with the Integrated Information Systems Specialist or Information Products Lead to deliver these.
- Investigate and respond to customer relations queries relating to passenger information in a timely manner.
- Represent the Integrated Information Team Leader at meetings/events and deputise for them on specific matters as required.

Person Specification

Experience	<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>		Assessment Method		
	E	D	App*	Int**	Other***
Use of databases / spreadsheets to collate and interpret data.	X		X	X	
Use of mapping software		X	X		
Use of design software (e.g. InDesign, Illustrator)		X	X		
Working as part of a team	X		X	X	
Working well with others	X		X	X	
Identifying potential solutions to challenges, or identifying opportunities based on analysis of information	X		X	X	
Updating websites, blogs and social media channels		X	X		
Working with suppliers, members of the public and external partners such as bus operators	X		X	X	
Creating quality control systems		X	X		
Skills/Knowledge/Abilities	E	D	App	Int	Other
Excellent analytical skills, the ability to review and manage large volumes of data and information.	X		X	X	
The desire to learn and develop.	X		X	X	
The desire to seek continuous improvement in processes.	X		X	X	
Excellent numeracy, attention to detail and proof-reading skills	X		X	X	
Ability to work effectively as part of a fast-paced team.	X		X	X	
Good written communication skills		X	X	X	
Good verbal communication and interpersonal skills		X	X	X	
Excellent organisational skills	X		X	X	
Good creative thinking and visual flair		X	x		
Knowledge of public transport operations and in particular bus timetables		X	X	X	
Willingness to undertake own continued professional development in a subject(s) which will benefit the team and/or wider organisations.		X	X		
Qualifications/ Professional Memberships	E	D	App	Int	Other
Educated to A level or equivalent or significant relevant experience	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.