

Job Description

Job Title:	Bus Station Supervisor
Directorate/Team:	Integrated Transport Services
Location:	Tfwm Bus Stations
Responsible to:	Bus Station Manager
Responsible for:	None
Key working relationships: (internal)	Bus Station Manager, Regional Manager, Customer Operations Manager, Customer Experience Specialist
Key working relationships: (external)	Bus Station Manager, Regional Manager, Customer Operations Manager, Customer Experience Specialist

Purpose of the Post

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.

Accountabilities (Deliverables)

- Deliver exceptional customer service and journey planning support.
- Achieve key performance indicators (KPIs) such as customer satisfaction, digital ticketing uptake, and kiosk sales.
- Ensure customer issues are resolved promptly and effectively.
- Promote and support the use of digital ticketing and journey planning tools.
- Maintain operational readiness of customer-facing systems and vending machines.

Responsibilities (Duties)

Strategic

- 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.
- Work with the WMCA 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.

People

- Delivering a smart, friendly, visible, high-profile, customer-driven presence to all bus operators and bus station users throughout hours of duty.
- Proactively identify customer needs, 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, visible presence to maintain operator and customer confidence. Handle customer complaints and other feedback face-to-face, taking ownership for any appropriate follow-up activity.
- Carry out Emergency First Aid and act as a First Responder for Defibrillator equipment when requested by Emergency Services.
- Assist the Bus Station Manager with enquiries and complaints in connection with the operation of bus stations.

Operational

- Working flexibly as part of a team, ensuring that the bus stations are fit for use and provide a high-quality branded customer experience, meeting all statutory and bus station user agreement obligations.

- Monitoring, recording, and addressing any issues of concern with facilities, unsafe actions, or anything undermining the customer experience.
- Promoting health and safety management and establishing good traffic management practices, ensuring all bus operators adhere to the Bus Station Users Agreement.
- Ensuring a safe and secure operational environment for customers, staff, visitors, and contractors.
- Undertake daily health and safety inspections to ensure premises are always fit for purpose and safe. Report any concerns or defects to the Bus Station Manager for immediate attention.
- Support inspections with tours throughout the shift, identifying issues and opportunities to improve customer satisfaction, and reporting defects to the Bus Station Manager.
- Be proactive in supporting the organisation's promotion and delivery of Swift Services and provide first-line response to ensure ticketing vending systems are operational, reporting and resolving issues.
- Ensure information on public transport is up to date and presented in accordance with Customer Services Standards, providing feedback on opportunities to improve.
- **Other**
- Work flexibly, including Saturdays, some Bank Holidays, and occasional extended hours.
- Adapt to a rotating roster to support bus stations across the West Midlands.
- Perform any additional tasks assigned by line managers or senior leadership. The duties and responsibilities outlined in this job description are not exhaustive, and the jobholder may be required to undertake additional duties within the general scope of the post, commensurate with the level or nature of the role.

Person Specification (How Evidenced Key: A = Application, I = Interview, T = Testing/Assessment)

Requirements Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced ?		
	E	D	A	I	T
Experience					
Delivering exceptional service in a busy customer service environment	X		X	X	
Communication and interpersonal skills, and the ability to work well under pressure, handling high customer demand and difficult issues positively	X		X	X	
Using technology i.e tablet devices and electronic ticketing terminals	X		X	X	
Skills / Knowledge	E	D	A	I	T
A good working knowledge of the geography and public transport network of the West Midlands and tourist attractions and other places of interest	X		X	X	
Proficiency in Microsoft Excel, Word, Outlook and Internet Explorer	X		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 of helping people with mobility and other impairments, challenges, and requirements.	X			X	
Good I.T. skills, including Microsoft Word, Excel and Outlook.	X		X	X	
Good organisational skills with the ability to follow instructions.	X		X	X	
Qualification / Education / Training	E	D	A	I	T
GCSE or equivalent		X	X		
Accreditation or a qualification in customer service is desirable, e.g., NVQ or apprenticeship		X	X		

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 as necessary to enable it to
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	successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
Equality Diversity & Inclusion	Promote and champion equality, diversity, and inclusion 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)		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input type="checkbox"/>

Job Evaluation Details

Date Evaluated	Job Family	Level/Grade	JEP Reference