



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 Experience Specialists, Customer Services, Swift Operations Team, Transport Safety Officers, Neighborhood Policing Team, Bus Operators, Bus Drivers.

Role Purpose

Ensure Transport for West Midlands's (TfWM) Bus Stations deliver an exceptional Customer Experience. Acts as a front-line ambassador for TfWM as part of the West Midlands Combined Authority (WMCA).

Responsible for overseeing the daily operation of the Bus Station, ensuring TfWM's Bus Stations are well presented, safe, and provide our customers and partners with trust and dependability. Ensure our Bus Stations provide a showcase for TfWM, WMCA and bus travel in the region.

Responsibilities

- Work flexibly as part of a team, ensuring that the bus stations are fit for use, provide a high-quality customer experience and that all statutory and 'bus station user agreement' obligations are met.
- Deliver a smart, friendly, visible, high profile, customer-driven presence to all customers, bus operators and bus station users throughout hours of duty.
- Proactively identify customer needs, provide customer information, ticketing advice, journey planning solutions.
- Monitor, record and address any issues of concern with the condition of the facilities, unsafe actions of bus drivers, contractors or customers.
- Identify and report, through TfWM's reporting procedures, anything that negatively impacts delivering a market leading customer experience.

- Promote and ensure health and safety procedures are adhered to and establish good traffic management practices. Ensure all bus operators adhere to the Bus Station Users Agreement.
- Ensure a safe and secure operational environment for customers, members of the public, staff visitors, and contractors.
- Help identify changes to improve the service offer. Advise the Bus Station Manager of any suggestions to help continuously improve service.
- Undertake daily health and safety inspections of the bus station, ensuring that facilities are fit for purpose and safe. Ensure any concerns or defects are reported through TfWM's reporting processes.
- Monitor and oversee operations in the Bus Station, focusing on the customer experience and identify issues and opportunities to drive improvements in customer satisfaction.
- Provide a high profile, visible presence to maintain operator and customer confidence.
- Assist Bus Station Manager with enquiries and complaints in connection with the operation of bus stations.
- Deliver first-line response to ensure that ticketing vending systems 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.
- 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 customer feedback and customer insight and to help develop TfWM's Bus Station Strategy.
- This role will involve working a 7-day shift pattern which includes weekends, evenings, and bank holidays.

Person Specification

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>			Assessment Method		
Experience	E	D	App*	Int**	Other***
Working in a customer interfacing role, in a pressurised environment, with large footfall.	X		X		
Responsible for ensuring a safe environment for customers		X			
Working with number of stakeholders to ensure a good experience for customers		X		X	
Identifying and serving 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	
Skills/Knowledge/Abilities	E	D	App	Int	Other
Basic I.T. skills, including Microsoft Teams, Word and Outlook.	X		X		
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	
Qualifications/ Professional Memberships	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 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.

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.