



Job Description

Job Title:	Customer Services Manager
Directorate/Team:	Transport for West Midlands
Location:	16 Summer Lane or other site/location
Responsible to:	Head of Customer Experience
Responsible for:	Team Leaders x 3
Key working relationships: (internal)	Customer Experience Delivery Team, Swift and enabling services; HR, Digital and Data, Finance, Communications.
Key working relationships: (external)	Customers of TfWM and WMCA, public transport operators

Purpose of the Post

To manage the day-to-day operation of a multi-disciplinary team that delivers a number of different services to members of the public and via multiple contact channels. This includes:

- Our busy Booking Centre for the region's door to door accessible Transport Service; Ring and Ride (West Midlands Bus on Demand in the Coventry area).
- Our support service for users of the West Midlands Cycle Hire Scheme.
- Our contact centre for Swift/public transport ticket and travel pass queries.
- Our ticketing schemes, including statutory free travel concessions for eligible people and our Direct Debit scheme.

Accountabilities

The postholder is accountable for leading the customer service team to deliver customer focused operations ensuring customers receive a consistently high-quality experience. The role oversees day to day operations and ensures all customer enquiries and complaints are resolved effectively and in line with quality standards and targets. The role is accountable for ensuring that the customer is at the heart of service delivery decision making, driving customer satisfaction and continuation improvement, collaborating with internal stakeholders to ensure services are designed, developed and executed in such a way to meet the needs of customers, including those with specific additional needs. The postholder is a designated 'budget holder' with overall accountability for a group of revenue budgets.

Responsibilities

Strategic

- Relentlessly seek out ways to improve service delivery, working with team managers and the wider Customer Experience team to develop and implement plans that will deliver excellent levels of customer satisfaction.
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People

- Lead and develop the team managers and their teams, inspiring a customer focused culture of high performance and productivity.
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Operational

- Lead the day-to-day operation of WMCA's Customer Services Team ensuring high quality, customer centric services that meet agreed quality standards and targets.
- Ensure operating arrangements and business processes support a high-quality end to end customer experience across all service functions and channels.
- Manage and mitigate against operational risks that could interrupt services provided to members of the public and ensure robust contingency planning measures are in place.
- Report on team performance to a wide range of internal and external stakeholders including Boards, Committees, Senior Leadership colleagues and elected Members.
- Use a wide range of management information and insight to forecast, plan, prioritise and manage/continually improve team performance.
- Deliver services under contract on behalf of internal and external clients in line with contractual obligations, commercial arrangements and client' expectation.

Financial

- Ensure operational compliance with all statutory, procedural and financial requirements and manage operational team budgets and income streams.
- Ensure Value for Money and follow the appropriate governance processes for dealing with any financial activities.

Other

- Undertake such tasks as may reasonably be expected commensurate with the scope and level of the role.

Person Specification

Candidates/post holders will be expected to demonstrate the following:		Essential / Desirable	How Evidenced?			
Experience		E	D	A*	I*	T*
Extensive experience of leading managers and teams at a senior level in a high volume, multi-disciplinary customer operations environment.		x		x	x	
Experience of Contact Centre Management.			x	x	x	
Highly customer focused with experience of driving improvements in service quality and performance; achieving measurable business results.		x		x	x	
Experience of complaint management and understanding of best practice methodologies.		x		x	x	
Experience of establishing and maintaining effective relationships with a wide range of groups, individuals and organisations.		x		x	x	
Experience of managing budgets.		x				
Experience of managing contracts/understanding client/supplier relationships.			x	x	x	
Skills / Knowledge		E	D	A*	I*	T*
Able to communicate with tact, discretion and influence across all levels as well as tailor communications to different audiences.		x		x	x	x
Expert written communication skills.		x		x	x	x
Able to plan, prioritise, forecast and deliver operational activity and identify and mitigate against associated risks.		x		x	x	
Able to lead and motivate people in a fast-paced operational environment with competing operational demands.		x		x	x	
Able to represent WMCA at a senior level externally when dealing with partners, suppliers and elected Members.		x		x	x	
Knowledge and ability to work effectively in a politically sensitive and or public sector environment.			x	x	x	

Excellent IT skills conversant with all MS applicants and knowledge of Customer Relationship Management applications.		X	X	X	
Qualification / Education / Training	E	D	A*	I*	T*
Educated to degree level or equivalent		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.
Matrix Working	Work in a matrix way when required by actively collaborating across traditional boundaries—such as directorates, functions, or geographic areas—to achieve shared goals. Depending on your role, you may contribute to multiple projects or workstreams, often working alongside different teams and leaders.
Business Continuity	All staff should actively participate in business continuity training and exercises when required, ensuring they understand and follow business continuity plans and procedures to maintain organisational resilience during disruptions.
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.
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Additional Post Requirements

Politically Restricted Post	Disclosure and Barring Service (DBS)			Vetting	
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"/>

Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family