

## ROLE DESCRIPTION

<b>Job Title</b>	Director of Customers and Operations
<b>Service Area</b>	Customers and Operations
<b>Salary Band</b>	Competitive
<b>Reporting to</b>	Executive Director- Place
<b>Responsible for</b>	Heads of Service
<b>Political Restriction</b>	This post is politically restricted
<b>Abbreviations</b>	LCRCA- Liverpool City Region Combined Authority LCR- Liverpool City Region CA- Combined Authority

<b>1. Primary Purpose of the Post</b>
<ul style="list-style-type: none"> <li>• Support Executive Director – Place in delivering LCRCA’s ambitious Customers and Operations aspirations which are also safe, affordable and accessible and in line with our economic, environmental and social impact goals.</li> <li>• Create a centre of excellence within LCRCA executing operational functions and responsibilities by implementing commercial strategies to provide optimal solution for the delivery of operations in terms of quality, performance and efficiency.</li> <li>• Provide strategic leadership for all customers and operational areas within LCRCA, and strategic direction to ensure associated functions and services are delivered to meet the ambitions of LCRCA</li> <li>• Be a proactive, collaborative member of the LCRCA Senior Leadership Team.</li> </ul>
<b>2. Your responsibilities</b>
<ul style="list-style-type: none"> <li>• Accountable for the efficient delivery of all customer focused service areas and operational areas across the LCRCA and Metro directly operated functions</li> <li>• To drive forward the digital agenda to maximise efficiencies for our customers across the LCRCA and Metro operations</li> <li>• Lead the LCRCA Land and Property function to ensure a safe and robust approach to corporate landlord responsibilities, including facilities management, overall accountability for tenant management, sourcing new income streams and maximising the efficiency of the estate, including its decarbonisation</li> <li>• Support the bus franchising programme by acting as the corporate landlord lead for the securing of, management and commissioning of a new portfolio of bus</li> </ul>



depots/garages and associated estate to ensure the safe delivery of the LCRCA Metro bus fleet

- Accountable for LCRCA fleet management operations, to include Class 777 EMU/IPEMU rolling stock, LCRCA Metro bus fleet (including supporting the of new zero emission vehicle procurement) and all other specialist vehicles associated with LCRCA operations
- Responsibility for the overall safe operation of the Mersey Tunnels estate, including efficient capital programme delivery, robust maintenance activities, Mersey Tunnels Policing and customer interface and ticketing (as referenced above).
- Responsibility for the overall safe operation of the Mersey Ferries, including vessels, terminals and supporting staff and infrastructure ensuring compliance with river operations and an effective customer offer.
- Lead the LCRCA and Metro networks smart ticketing offer and work with the Director of Transport for Liverpool City Region to deliver the ticketing smart ticketing strategy that supports the full integration of the Metro network
- Responsible for the safe operation of Beatles Story Museum and all associated activities, including their commercial activities and provide advice and support to its Board
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### **3. General Corporate Responsibilities**

- To support the implementation of the City Region's Devolution agreement and wider strategic priorities.
- Effective leadership and management of staff within a Service/group of functions, encouraging a continuous improvement ethos to develop outstanding services/functions, where value for money is delivered and where innovation can flourish.
- Foster a positive working and learning environment, including the health safety and wellbeing of all staff, whilst ensuring accountabilities and priorities are clear to services, teams and individual. Ensuring a proactive management of employee relations, performance, and attendance.
- Promote understanding of and adherence to LCRCA values by modelling appropriate behaviours and encouraging others to do likewise
- Contribute and lead on the preparation of corporate plans, risk register, budget management and resource planning for the areas of defined responsibility.
- Own and manage the defined budget for the function; ensuring regular review and monitoring and the proactive action is taken as required.



- Ensure effective performance management, actively engaging with Combined Authority's performance management framework, delivering all personal and Service performance targets as agreed, managing identified risks, and contributing to the management of Directorate and Corporate risks.
- Demonstrate the Combined Authority's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken; promoting full consideration of the equality impacts of decisions on all the Protected Characteristics. Advance non-discriminatory practices in all aspects of work undertaken.
- Ensure compliance with legislation and Combined Authority policies and procedures in relation to governance including supporting the scrutiny process and the completion of the annual governance statement
- Be a proactive and collaborative member of the Combined Authority's Senior Leadership Team, providing expertise, advice, and guidance as required.
- Display organisational behaviours of LCR First, Respect and Action Focus encouraging others to do likewise and role model the leadership expectations outlined in the Combined Authority Leadership Charter.
- Establish effective relationships and collaboration with constituent local authorities/bodies to support long term ambition and delivery of the Combined Authority Corporate plan.
- Ensure the development, provision and analysis of high-quality management information and documentation that is timely, accurate and meaningful.
- Embed a culture that places customers first, adopts a can-do approach and focuses on communities and working locally.
- Work with public and other relevant bodies to support LCR's communities, through services and activities which address local concerns, and which foster social capital and resilient communities.

It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.

This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

## PERSON SPECIFICATION

**Job Title:** Director of Customers and Operations

<b>CRITERIA</b>		
<b>Qualifications and Training</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Relevant degree, qualifications and/or significant relevant experience at equivalent level	<b>E</b>	<b>A</b>
Evidence and commitment to continuous professional and personal development	<b>E</b>	<b>A</b>
Membership (or eligibility to join) a recognised, relevant professional body	<b>D</b>	
Leadership or Management Qualification	<b>D</b>	<b>A</b>

<b>Experience and knowledge</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Experience as a senior leader across different modes/sectors with accountability for customer and operational disciplines	<b>E</b>	<b>A, I, AC</b>
Track record of senior management responsibility of major operational and customer facing areas	<b>E</b>	<b>A, I, AC</b>
Experience of using financial and commercial awareness and the ability to analyse complex information to deliver objectives	<b>E</b>	<b>A, I, AC</b>
Proven experience and evidence of developing and utilising links with senior and influential Stakeholders and Partners	<b>E</b>	<b>A, I, AC</b>
Knowledge of different contracting models and approaches to contract/performance management	<b>D</b>	<b>A, I, AC</b>
Detailed knowledge of operators' business environment	<b>D</b>	<b>A, I, AC</b>
Experience of working within a political environment including advising and briefing politicians	<b>D</b>	<b>A, I, AC</b>

<b>Skills, Abilities and Personal Attributes</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
A passion to improve public transport services	<b>E</b>	<b>A, I, AC</b>
Evidence of creative, innovative thinking, encouraging ideas from across teams, creatively working around new constraints and challenges and capable of translating ideas into policy and practice	<b>E</b>	<b>A, I, AC</b>



Able to deliver and lead others to prioritise work, working within a fast-paced environment providing a creative approach to problem solving and continuous improvement.	<b>E</b>	<b>A, I, AC</b>
Highly developed written and oral presentation skills with ability to present complex ideas in a clear and comprehensible way and to support politicians and media professionals to shape and project credible positions. In public environments	<b>E</b>	<b>A, I, AC</b>
Strong financial aptitude with an innate ability to assess different options, forecasts and scenario planning – understanding the potential opportunities and risks of different approaches	<b>E</b>	<b>A, I, AC</b>
Ability to develop and maintain effective working relationships with integrity, credibility and influence with national and local politicians, civil servants, officers, and other key stakeholders	<b>E</b>	<b>A, I, AC</b>
Ability to anticipate and understand the needs of the LCR CA and the city region and translate them into solutions and outcomes.	<b>E</b>	<b>A, I, AC</b>
Highly developed influencing and negotiating skills with a determination to deliver the right outcomes.	<b>E</b>	<b>A, I, AC</b>

<b>Commitment and Behavioural Competencies</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
A commitment to follow and amplify the LCRCA agreed behaviours of LCR First, Respect and Action Focused.	<b>E</b>	<b>A, I, AC</b>
Demonstrates the highest levels of professionalism	<b>E</b>	<b>A, I, AC</b>
A commitment to providing a high-quality customer service and ensuring service standards are met across all areas of responsibility	<b>E</b>	<b>A, I, AC</b>
Demonstrates a commitment to Equality, Diversity and Inclusion	<b>E</b>	<b>A, I, AC</b>
Flexible approach to working hours and willingness to work flexibly as and when required	<b>E</b>	<b>A, I, AC</b>
Ability to attend meetings inside and outside the City Region	<b>E</b>	<b>A, I, AC</b>



**Note for Candidates:**

As part of our recruitment process, we will be using psychometric testing and stakeholder panels. Psychometric tests help us assess your cognitive abilities, personality traits, and job-related skills, ensuring a fair and unbiased selection.

Additionally, stakeholder panels, will provide diverse perspectives during the interview process.

These methods help us make well-rounded hiring decisions and find the best fit for both the role and our organisational culture

**Key to Assessment Methods:**

A - Application	I – Interview	P – Presentation	AC – Assessment
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