

ROLE DESCRIPTION

Job Title	Head of Customer Services
Service Area	Customer and Operations
Salary Band	SCP 61-63
Reporting to	Director of Customer and Operations
Responsible for	Contact Centre, Concessions, Ticketing, Complaints
Political Restriction	This post is not politically restricted
Abbreviations	LCRCA- Liverpool City Region Combined Authority LCR- Liverpool City Region CA- Combined Authority

1. Primary Purpose of the Post
<ul style="list-style-type: none"> • Support Director of Customer and Operations in delivering LCRCA's ambitious Customers aspirations which are safe, affordable and accessible and in line with our economic, environmental and social impact goals. • Create a centre of excellence within LCRCA executing customer service functions and responsibilities by implementing commercial strategies to provide optimal solution for the delivery of services in terms of quality, performance and efficiency. • Provide strategic leadership for all customer service areas within LCRCA, and strategic direction to ensure associated functions and services are delivered to meet the ambitions of LCRCA. • Be a proactive, collaborative member of the LCRCA Place Senior Leaders team.
2. Your responsibilities
<ul style="list-style-type: none"> • Accountable for the efficient delivery of all customer-focused service areas across the LCRCA and Metro directly operated functions • To drive forward the digital agenda to maximise efficiencies for our customers across the LCRCA and Metro operations • Support the bus franchising programme by acting as the strategic link for wider customer service to bus operations. • Responsibility for the delivery of Customer Services across the Mersey Tunnels estate, including toll collection and other customer interfaces at Mersey Tunnels.

- Responsibility for the delivery of Customer Services across the Mersey Ferries terminals and booking process to ensure an effective customer offer.
- Lead the LCRCA and Metro networks smart ticketing offer and work with colleagues to deliver the smart ticketing strategy that supports the full integration of the Metro network.
- Strategically lead the concessionary travel services across Mersey Tunnels, Mersey Ferries and the wider Metro network – including continual improvement of the Customer Service element of such.
- Ensure an effective customer feedback process exists aligning to wider requirement of the LCRCA and local ombudsman processes.

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 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: Head of Customer Services

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Qualifications and Training	E = Essential D = Desirable	Identified By
Relevant degree, qualifications and/or significant relevant experience at equivalent level.	E	A
Evidence and commitment to continuous professional and personal development.	E	A
Membership (or eligibility to join) a recognised, relevant professional body.	D	A
Leadership or management qualification, or working towards such.	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Experience of digital transformation of Customer Services.	E	A, I, A
Track record of senior management responsibility of major customer facing areas.	E	A, I, A
Experience of using financial and commercial awareness and the ability to analyse complex information to deliver objectives.	E	A, I, A
Experience of managing the processing and large volume customers payments, including card and BACs payments.	E	A, I, A
Proven experience and evidence of developing and utilising links with senior and influential stakeholders and partners.	E	A, I, A
Knowledge of different contracting models and approaches to contract/performance management.	D	A, I, A
Detailed knowledge of transport operators' business environment.	D	A, I, A
Experience of working within a political environment including advising and briefing politicians.	D	A, I, A

Skills, Abilities and Personal Attributes	E = Essential D = Desirable	Identified By
A passion to improve customer services.	E	A, I, A
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.	E	A, I, A

Able to deliver and lead others to prioritise work, working within a fast-paced environment and providing a creative approach to problem solving and continuous improvement.	E	A, I, A
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.	E	A, I, A
Strong financial aptitude with an innate ability to assess different options, forecasts and scenario planning – understanding the potential opportunities and risks of different approaches.	E	A, I, A
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.	E	A, I, A
Ability to anticipate and understand the needs of the LCR CA and the city region and translate them into solutions and outcomes.	E	A, I, A
Highly developed influencing and negotiating skills with a determination to deliver the right outcomes.	E	A, I, A

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



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	A – Assessment
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