

ROLE DESCRIPTION

Job Title	Stakeholder Engagement Lead
Salary Band	37-40
Reporting to	Customer Experience Manager (Franchising)
Directorate	Place
Service Area and sub area	Transport
Team	Franchising
Political Restriction	N/A

1. Primary Purpose of the Post
<p>Background:</p> <p>The Liverpool City Region Combined Authority is embracing a once in a generation opportunity to integrate and improve our public transport network, aiming to make journeys quicker, cheaper, greener, and more reliable. Buses are at the heart of our Liverpool City Region transport network, with more than 400,000 journeys by bus every day – accounting for over 80% of all trips on public transport. The most vulnerable in society rely most on the bus network, helping them out of social isolation and into work. For these reasons, the Liverpool City Region wants to see a thriving, affordable and sustainable bus network, with a strategic approach driving a better customer experience and patronage growth.</p> <p>Following a major public consultation in summer 2023, Liverpool City Region Mayor Steve Rotheram made the landmark decision to move to a bus franchising model in the region, bringing bus services into public control and giving greater control over fares, routes, and timetables, allowing services to be operated in the interests of local bus users.</p> <p>Purpose of the Post</p> <p>As the Stakeholder Engagement Lead, you will be responsible for overseeing the overall process of engaging with stakeholders, both internal and external, and ensuring that communication regarding Bus Franchising is not only clear and inclusive but has consistent messaging throughout.</p>
2. Your responsibilities
<p>You will play a lead role in ensuring that our stakeholder management is robust, consistent and effective.</p> <p>Developing and Maintaining an Engagement Strategy</p> <p>-Development of an Engagement Strategy that best ensures that the messaging regards the programme deliverables is clearly articulated, has the furthest reach and maintains interest and support</p>

- Recognises when this strategy needs to be developed and revised to incorporate lessons learnt and/or changes to policy or organisational requirements/messaging
- Ensuring that that strategy encapsulates the engagement needs of community groups, businesses etc. In particular, hard to reach groups included those that are digitally excluded
- Work alongside other teams to ensure that engagement is as extensive as possible and in line with organisational expectations

Working In Collaboration

- Working alongside all workstreams and other internal teams to support stakeholder engagement for the various elements of the programme ensuring that there is a consistent process and messaging. This includes ensuring that there is no conflicting messaging between stakeholders and therefore creating ambiguity
- Working alongside key stakeholders ensuring that engagement processes are aligned but reflecting engagement requirements for other organisations as well as those of LCRCA Working as the internal 'client' lead to shape any external engagement with citizens and leading on the engagement and the evaluation specification

Maintain and Develop Stakeholder Relationships

- Maintain and develop strong strategic stakeholder relations across the LCRCA, local authorities and other key stakeholders to cultivate partnership working and support for the programme
- Proactively maintain those relationships so as to leverage those when further engaging throughout the programme
- Overall responsibility for the Bus Franchising Programme CRM ensuring comprehensive capture of information and the maintenance of contemporary data and capture of current information

Commissioning Support

- Effective commissioning of internal/external support to deliver engagement campaigns
- Supporting the development of commissioning strategies aligned with organisational priorities and ensuring that the needs of stakeholders are considered.
- Supporting the procurement process to ensure a robust and equitable process is followed

3. General Corporate Responsibilities

- Continuously demonstrating the behaviours of LCR First, Respect and Action
- Cultivating positive relationships with both internal and external colleagues
- Sharing knowledge, lessons learnt and best practice with colleagues and other appropriate individuals/organisations
- Building credibility both from a personal and team perspective
- Customer focused



- Supporting and participating in wider CA initiatives related to both subject matter expertise and other initiatives
- Ensuring compliance with LCRCA's standing orders, financial regulations, GDPR, data management requirements and Health & Safety legislations

4. General Managerial Responsibilities

- Report directly to the Customer Experience Manager, providing strategic oversight and advice regarding stakeholder engagement
- Lead and mentoring across the programme to support team members
- Deputise for the Customer Experience Manager where necessary
- Support wider Transport for LCR initiatives

5. Recruitment Plan

Application
Interview
Presentation

PERSON SPECIFICATION

Job Title: Stakeholder Engagement Lead

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Relevant professional qualifications and / or significant relevant stakeholder management experience	E	A,P,I
Project management qualification	D	A,P,I
Evidence and commitment to continuous personal and professional development	E	A,P,I

Experience and knowledge	E = Essential D = Desirable	Identified By
Experience of developing relevant strategies for this area of expertise and associated successful stakeholder mapping	E	A,P, I
Experience in leading large scale public engagement initiatives in a complex organisation	E	A,P,I
Experience working with community groups, underrepresented communities and hard-to-reach audiences	E	A,P,I
Experience of managing high profile stakeholders in the public sector including senior officers	D	A,P,I
Using data to inform strategies and decision making	E	A,P,I
Developing strategy, setting KPIs and reporting regularly through programme governance	E	A,P,I
Experience of extensive stakeholder engagement ideally within the public sector or transport focused environment	D	A,P,I

Skills and abilities	E = Essential D = Desirable	Identified By
Ability to lead, inspire and motivate others to ensure that engagement is a key consideration in the success of initiatives	E	A,P,I
Ability to quickly build credibility with and influence senior managers, stakeholders and decision makers including politicians and partner organisations	E	A,P,I



Ability to translate data and insight into tangible benefits that meet organisational objectives	E	A,P,I
Highly developed written and oral presentation skills with ability to present complex ideas in a clear and comprehensible way	E	A,P,I
Positive, flexible, responsive, dynamic and creative approach to problem solving, encouraging ideas from across teams, working around constraints and challenges to translate ideas into practice including new technological innovative engagement platforms	E	A,P,I
Project management skills including ensuring all key elements of project management are robustly managed	E	A, P,I
Understanding of issues facing a city region	D	A,P,I

Personal Attributes & Behavioural Competencies	E = Essential D = Desirable	Identified By
A passion to improve public transport services	E	A,P,I
An understanding of and a personal commitment to the Vision and Aims of LCR Combined Authority	E	A,P,I
A commitment to providing a high-quality customer service and ensuring service standards are met	E	A,P,I
Demonstrable commitment to diversity and inclusion, together with a clear appreciation of equalities issues	E	A,P,I
Flexible approach to working hours and willingness to work flexibly as and when required	E	A,P,I
Quality, time management and organisational skills	E	A,P,I
Knowledge of the key issues facing a City Region.	D	A,P,I
A commitment to achieving Social Value across all areas of work.	E	A,P,I

Key to Assessment Methods:

KO – Knockout question	A - Application	P – Presentation	T - Test
FQ – Filter Question	I – Interview	E – Exercise	AC – Assessment



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION