

ROLE DESCRIPTION

Job Title	Fares Strategy & Revenue Manager
Salary Band	SCP 51-55
Reporting to	Head of Partnerships & Growth
Directorate	Place
Service Area and sub area	Transport
Team	Partnerships & Growth
Political Restriction	No

1. Primary Purpose of the Post

Following deregulation, the introduction of bus franchising in the Liverpool City Region marks the first time in 40 years that LCRCA will be directly responsible for managing bus network revenues. At this pivotal moment for public transport in the region, the Fares Strategy and Revenue Manager will play a central role - leading the development and delivery of a comprehensive revenue growth strategy across the entire bus network.

Reporting to the Head of Partnerships & Growth, the postholder will be responsible for optimising fare structures, improving the customer offering through affordable and integrated fares and the promotion of public transport usage, all demonstrated through a sustained growth in patronage. The role will lead the development and execution of a commercially driven farebox strategy for bus that supports the Liverpool City Region's ambition for an integrated, accessible and sustainable transport network, working collaboratively with and supporting colleagues across the CA to deliver fares and ticketing integration across the wider transport network.

A continuous analytical focus on monitoring revenue, identifying and deploying short-term measures to stimulate income, whilst having the strategic insight to develop the longer-term strategy are key deliverables of this role.

Collaboration with other transport operators to develop and implement multi-modal fare solutions will be crucial in this role to help deliver a truly integrated network where complex technical and redemption solutions need to drive a more simplified customer experience.

Acting as a strategic advisor and commercial lead within the transport team, the role-holder will also ensure fare initiatives support the needs of all customer groups and that broader policy objectives and the wider LCRCA transport offering are always considered. The role holder will collaborate across functions, working with operational colleagues, political leaders and a range of transport operators to deliver value for money, technical innovation and a fares strategy that is commercially sustainable.

2. Your responsibilities

- Lead the development and implementation of a commercially focused farebox strategy across the Liverpool City Region's bus network.
- Optimise fare structures and schemes to support patronage growth, revenue generation and affordability.
- Help shape fare integration initiatives working with colleagues and operators, including fare capping, concessionary schemes and pricing pilots.
- Monitor network performance to identify commercial risks and opportunities, using data to inform strategic decisions.
- Set, deliver and report income targets aligned with the region's transport and financial objectives up to a senior level.
- Collaborate with rail operators to explore and implement multi-modal fare integration solutions.
- Provide expert advice and commercial input into business cases and reports for senior stakeholders, including political leaders.
- Work with Ticketing teams to help deliver the continuous improvement of ticketing platforms for bus (mobile, web, EMV) in alignment with customer needs and technological advancements.
- Support the delivery of industry-wide programmes and promote best practice in fare strategy and revenue management.
- Manage the strategic approach to cash fare retention while advancing contactless and digital payment solutions.
- Ensure fare strategies align with the Mayor's vision for a simplified, integrated and inclusive transport network.
- Benchmark fare and ticketing systems on the bus network against other authorities and identify areas for innovation and secure support for investment where required.
- Strengthen revenue protection mechanisms and work with operators to maximise fare collection efficiency.
- Produce detailed revenue forecasts, variance analyses and strategic recommendations for internal and external stakeholders.
- Develop process for the allocation and sign-off of subsidised and discounted fares to protect revenue generation, whilst delivering Accessibility and Inclusion requirements for underrepresented customer groups.
- Work with Marketing and Communications colleagues to devise and deliver fares-related campaigns and initiatives to reach public transport users and those who don't currently use the network, managing budgets, deadlines and associated KPIs and ROI.
- Deliver a strategic engagement plan that will help drive patronage growth and modal shift, working with key partners and stakeholders across the Liverpool City Region including venues, businesses and major events.
- Act as a commercial advocate across the organisation, promoting financial sustainability and helping to embed commercial thinking across departments.

3. General Corporate Responsibilities



- Continuously demonstrating the behaviours of LCR First, Respect and Action Focused
- Managerial support of all direct reports and teams to ensure there is a robust process of performance management, collaborative working, reporting to targets and hitting project deadlines
- Regular dialogue and positive business relationship building with internal and external colleagues
- A data first approach to analysing performance, improvements and new opportunities across contracts
- Sharing knowledge and information with others
- Building personal and departmental credibility
- Ensuring customer focus, inclusion, income generation, cost saving and value for money are at the heart of decision making and implementation
- Deputise for the Head of Service as required and support with the provision of updates as needed
- As a member of our integrated multi-modal Transport Team, you will be customer-focused, collaborative, and act with urgency to help deliver a world-class transport offering to residents and visitors in the Liverpool City Region (LCR).
- All members of the Transport Team are expected to work collaboratively across all four service areas within the Team and, when required, undertake additional duties to ensure exceptional quality and delivery

4. Recruitment Plan

Competency Based Interview

Assessment

PERSON SPECIFICATION

Job Title: Fares Strategy & Revenue Manager

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
A degree in Business, Economics, Transport Planning, or a related field and/or extensive professional experience in these fields.	E	A
Professional qualifications or training in revenue management, data analytics, or transport economics.	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Proven experience in fare strategy, revenue management, or commercial planning, ideally within the transport or mobility sector.	E	A,I
Strong analytical and financial modelling skills, with the ability to interpret data and translate insights into actionable strategies.	E	A,I
Demonstrable experience in setting financially related KPIs and monitoring and achieving ambitious income targets based on high-volume transactions.	E	A,I
In-depth understanding of public transport operations, fare systems and regulatory frameworks.	E	A,I
Demonstrated ability to manage cross-functional projects, delivering commercial outcomes in complex stakeholder environments.	E	A,I
Experience of producing strategic reports and business cases for senior leadership and political audiences.	E	A,I
Knowledge of multi-modal fare integration, including collaboration with rail and bus operators to support integrated travel.	D	A,I
Familiarity with benchmarking and innovation in fares systems, including digital ticketing platforms and revenue protection technologies	D	A,I

Skills and abilities	E = Essential D = Desirable	Identified By
Ability to design and implement fare strategies that drive revenue growth and improve customer experience.	E	A,I

Proficiency in analysing data and building financial models to support commercial decision-making.	E	A,I
Strong communication and influencing skills to engage effectively with and influence internal and external stakeholders and colleagues	E	A,I
Capability to lead, deliver and work collaboratively on cross-functional projects in a fast-paced, multi-stakeholder environment.	E	A,I
Ability to support the delivery of digital systems or tools that improve service efficiency and user experience, working with Customer and IT colleagues.	D	A,I
Skilled in aligning work with broader organisational goals through effective planning and coordination.	E	A,I

Personal Attributes	E = Essential D = Desirable	Identified By
A passion to improve public transport services and fare structures for all customer groups	E	A,I
An understanding of and a personal commitment to the Vision and Aims of LCR Combined Authority	E	A,I
Able to demonstrate high levels of analytical thinking to continuously improve, monitor and adapt strategies based on a range of influencing factors	E	A,I
A commitment to providing a high-quality customer service and ensuring service standards are met	E	A,I
Demonstrable commitment to diversity and inclusion, together with a clear appreciation of equalities issues	E	A,I
Flexible approach to working hours and willingness to work flexibly as and when required	E	A,I
Quality, time management and organisational skills	E	A,I
A commitment to achieving Social Value across all areas of work	E	A,I
Knowledge of the key issues facing a City Region.	D	A,I

Core Behavioural Competencies	E = Essential D = Desirable	Identified By
An ability to demonstrate our core values, including a commitment to Equality, Diversity, and Inclusion	E	A,I
Experience of/ability to contribute to a high-performance culture	E	A,I
Embed LCRCA's behaviours of LCRCA First, Action Focused, and Respect	E	A,I



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION

Key to Assessment Methods:

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