

## **ROLE DESCRIPTION**

<b>Job Title</b>	Network Standards Manager
<b>Salary Band</b>	SCP 44-50
<b>Reporting to</b>	Head of Partnerships & Growth
<b>Directorate</b>	Place
<b>Service Area and sub area</b>	Transport
<b>Team</b>	Partnerships & Growth
<b>Political Restriction</b>	Yes

### **1. Primary Purpose of the Post**

Reporting directly to the Head of Partnerships & Growth the Network Standards Manager will play a pivotal role in shaping and delivering a consistent, positive journey experience for passengers across the rail and bus transport network. Representing the “voice of the passenger” within the Partnerships & Growth service area, this role will ensure that our Network Standards strategy has public transport passengers at the heart of everything we deliver and is aligned with the evolving needs of our diverse communities, visitors, businesses and commuters.

The role will deliver a step change in the delivery of our Network Standards strategy across bus and rail that aligns with LCR’s ambitious targets to deliver a fully integrated transport network. Responsibilities include working with the marketing team to develop and embed an iconic, trusted and cohesive brand, ensuring the effective delivery of passenger information and the monitoring of standards across all key elements of the bus and rail networks. The role will work cross-functionally to provide consistency and high standards and will champion innovation and drive continual improvement, working to KPIs and performance metrics.

The delivery of a clear brand strategy and ensuring LCR’s transport brand becomes synonymous with excellent integrated transport provision is a key priority for the role. This role should help drive the passenger experience, both in what CA colleagues do and how operators perform - driving continuous improvement is expected, so that the network is easy to use and information is delivered to passengers to a consistently high standard through appropriate channels.

This is a multi-faceted role working closely with colleagues across Marketing and Communications, IT, Customer and Operations and will have responsibility for a dedicated Transport Information Team, delivering large volumes of passenger related information across a range of channels and leading on the strategy to deliver real time transport information across digital channels, championing innovation and best practice.

Critically, the role will also be responsible for ensuring high standards are maintained through management of a dedicated Service Quality Function – responsible for monitoring service quality across the networks, allowing actions and plans to be identified that can then be implemented through operational delivery partners.

The role plays a fundamental part in delivering the strategy for increasing patronage - high standards of delivery across bus and rail networks will drive high levels of passenger satisfaction and increase the likelihood of more journeys being taken on public transport. The role will have a strategic focus on the future of information provision through digital innovation and ensure LCRCA is at the forefront of delivering excellent transport information and standards. The role will also support the Network Development and Project teams to design and deliver effective and innovative new services and facilities to further uplift standards which will raise standards even further.

The Partnerships and Growth service area more widely supports passenger growth and delivers both fare box and non-fare box revenue growth with a focus on commercial opportunities and partnerships, accessibility and inclusion in transport services across the city region.

## **2. Your responsibilities**

The role will lead dedicated teams within the Partnerships & Growth service area responsible for Brand Strategy, Transport Information and Service Quality:

- Develop and deliver the strategy for Network Standards to better meet the needs of all passengers, with a focus on inclusivity, accessibility and convenience.
- Working closely with colleagues across Customer, Infrastructure, IT/Digital and Network Performance and Development to identify and deliver excellent standards and innovation in information provision and services across the transport network.
- Bring fresh thinking and a commercial mindset to delivering transport information, leveraging digital and innovative information solutions to enhance the passenger experience, drive engagement and improve efficiency.
- Operate as the guardian of the transport brand, developing and delivering a robust and consistent brand strategy across the entire transport network, working in collaboration with Marketing colleagues and external agencies.
- Champion a creative and innovative approach to the delivery of the passenger experience to help bring the bus and rail network “to life”, engaging current audiences, creating talkability and ultimately drive new patronage and usage across a fully integrated network.
- Responsible for developing and embedding quality standards regimes across the bus and rail network to ensure high passenger satisfaction standards - working closely with colleagues in the Network Performance service area to ensure consistent standards of service/provision across a range of on-network touchpoints, monitoring performance through a dedicated team and driving improvements and standards via measurable KPIs.



- Overall responsibility for the Transport Information Team, ensuring high-quality business-as-usual (BAU) operations across a range of channels and a multi-modal network.
- Provide oversight of the procurement plan for external suppliers required to deliver transport information, including real-time information (RTI) and other digital platforms, working closely with colleagues across IT and Customer to ensure provision is fit for purpose.
- Ensure the roll out of the transport brand is delivered in a cohesive and consistent way and within budget across infrastructure projects including wayfinding, maps, timetabling and signage, digital channels and those delivered by operators and others outside of LCRCA.
- Develop a robust sign-off process for branding, working closely with Marketing and Communications colleagues to embed processes that provide consistency and protect the value of the brand at all times.
- Deliver a strategy for monitoring and dealing with feedback related to passenger experience provision, working with operators and internal colleagues to deliver solutions that work across a multi-modal network.
- Ensure a data first approach to understanding rail and bus passenger needs to help drive forward initiatives that will increase satisfaction levels and develop suitable methodologies and measurement metrics that will monitor performance, identify issues and benchmark against other transport authorities.
- Deliver increasing satisfaction levels in relation to passenger experience year on year and provide suitable reporting to a senior level as required.
- Identify ways to capture passenger feedback and needs of multiple passenger groups to feed into the development of new products including new routes and services, ticketing initiatives etc to help deliver a successful portfolio of products that increase patronage.
- Collaborate with insight teams, customer contact centre, operators and designated customer groups to understand the issues affecting public and active transport information, with a focus on driving patronage and network usage through improvements in quality, innovation and consistency.
- Support wider patronage growth strategies to attract current non-users of public transport, supporting the work of the overall team to deliver the revenue targets for the Partnerships & Growth service area.
- Use research, evidence, and market insight and collaborate with Communications & Marketing teams to deliver impactful, targeted, timely and relevant information and campaigns.
- Work closely with Transport Engagement colleagues to champion the needs of under-represented groups via the provision of transport information.
- A focused approach to patronage growth and the wider remit of the Partnerships & Growth service area to develop transport services that serve the needs of all in a financially sustainable way.

- A commercial and solutions focused way of working alongside innovative and creative thinking to accelerate delivery of projects to ensure that expectations and deadlines are exceeded.
- Identify and commission specialist support where needed to deliver bespoke services.
- Overall budget responsibility for Transport Information, Transport Brand Strategy and Service Quality Functions including reporting and sign-off on spend.
- Support to the Head of Service as required, providing updates on projects and budgets as part of regular reporting and via ad hoc requests. Act as a deputy to the Head of Service as required.
- Lead multi-disciplinary and specialist teams and foster and develop positive collaborative working processes and relationships across teams and other 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 schemes
- Sharing knowledge and information with others
- Building personal and departmental credibility to a senior level as a representative of the Partnerships & Growth and Transport teams
- Ensuring customer focus, inclusion, cost saving and value for money are at the heart of decision making and implementation
- 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
- 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).

### **4. Recruitment Plan**

Competency Based Interview  
Assessment



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION

## PERSON SPECIFICATION

**Job Title:** Network Standards Manager

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Professional qualification/Degree required, Apprenticeship/NVQ Level 7	E	A
Experience and knowledge	E = Essential D = Desirable	Identified By
Experience in delivering a customer experience strategy across multiple channels in a sector with high volume/low-cost transactions, often based on non-price factors - quality, convenience, comfort, safety, reliability etc,	E	A,I
Demonstrable experience in leading the delivery of and embedding innovative digital/technology solutions to improve the customer experience and save costs	E	A,I
Experience of leading a brand strategy from inception to delivery and embedding systems and processes for the protection of the brand in a complex stakeholder environment	E	A,I
Understanding of the challenges and opportunities for public transport networks gained from working within or with a transport authority or similar public sector organisation.	E	A,I
Ability to gather, utilise and interpret feedback and insight to inform initiatives and improvements	E	A,I
Demonstrable experience in developing quality review processes for monitoring and improvement purposes with measurable KPIs and alignment to industry standards for benchmarking	D	A,I
Experience in managing and leading brand projects across internal functions and delivery partners to ensure a cohesive experience plan across all channels	E	A,I
Understanding of the complexities of the provision of travel information and real time data and the solutions available	D	A,I
Ability to work cross-functionally in a collaborative way with the ability to negotiate and influence at all levels to ensure delivery of projects to agreed objectives and budgets, incorporating the needs of a diverse range of stakeholders	E	A,I

Ability to effectively plan and prioritise BAU and strategic projects within a fast-paced service environment	<b>E</b>	<b>A,I</b>
Experience in ensuring customer focus, inclusion, and value for money in decision-making and implementation	<b>E</b>	<b>A,I</b>
Proficiency in developing and applying robust metrics and KPIs to measure success and impact	<b>E</b>	
Experience of managing teams at a senior level including budget setting and monitoring, team development and provision of support to senior Head of Service level	<b>E</b>	<b>A,I</b>

<b>Skills and abilities</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Resilience and motivation to deliver new projects with the ability to influence and achieve buy-in at a senior level	<b>E</b>	<b>A,I</b>
Strong communication and negotiation skills.	<b>E</b>	<b>A,I</b>
Ability to build personal and departmental credibility with a range of stakeholders.	<b>E</b>	<b>A,I</b>
Ability to lead the delivery of projects to tight deadlines and budgets, reporting on progress and escalate risks	<b>E</b>	<b>A,I</b>

<b>Personal Attributes</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
A clear understanding of LCRCA's stated values and ways of working and the ability to apply those behaviours.	<b>D</b>	<b>A,I</b>
Ability to take a pragmatic approach to working solutions during negotiations with others.	<b>E</b>	<b>A,I</b>
Willingness to develop innovative and creative solutions with a can-do attitude to project delivery	<b>E</b>	<b>A,I</b>
Strong prioritisation skills with a focus on desired outcomes – across customer needs and return on investment	<b>E</b>	<b>A,I</b>

### Key to Assessment Methods:

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



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