

ROLE DESCRIPTION

Job Title	Digital Projects Lead (Customer Services)
Service Area	Customer Services
Salary Band	SCP 44-50 + Excellent Benefits
Reporting to	Head of Customer Services
Responsible for	TBC
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
This senior leadership role is responsible for driving the digital transformation of customer-facing services across the Liverpool City Region, with a strategic focus on transport operations such as the Mersey Tunnels, Mersey Ferries, and the wider public transport network. The postholder will lead the modernisation of digital channels - including websites and self-service platforms - to deliver more accessible, efficient, and user-centred experiences for residents, visitors, and businesses. They will shape the long-term digital direction of customer services, ensuring alignment with organisational priorities and public needs. Operating at the intersection of customer experience, technology, and operational delivery, the role provides strategic oversight of key initiatives such as enhancing CRM systems, implementing robust complaints and feedback mechanisms, and optimising digital content and engagement across service touchpoints. The postholder will work in close partnership with IT and commercial teams to identify, procure, and deploy the right software and hardware solutions to support service improvement. Using customer insight and data-driven decision making, they will lead a culture of continuous improvement and innovation-ensuring that digital investment delivers measurable value and improved outcomes for the region.
2. Your responsibilities
Transformation - Accountable for the digital transformation and efficient delivery of all customer-facing service areas across the LCRCA and transport-operated functions, ensuring services are accessible, data-informed, and user-centred. - Lead the modernisation of customer interfaces across the Mersey Tunnels and Mersey Ferries and wider estate, introducing digital tools, automation, and self-service capabilities where appropriate to improve the customer experience.

- Drive a culture of continuous service improvement through digital innovation, using insights from customer data, service analytics, and emerging technologies to enhance delivery and efficiency.
- Drive the development, implementation, and optimisation of in-house IT systems and automation tools to streamline and replace manual processes, improving operational efficiency, accuracy, and customer service delivery across LCRCA and Metro operations.

Leadership

- Working closely with the Ticketing Operations Lead, the development, delivery, and optimisation of the LCRCA and transport network's smart ticketing offer, working with internal and external partners to deliver a seamless experience for customers across transport modes.
- Support the implementation of the smart ticketing strategy, ensuring digital ticketing solutions align with the vision of a fully integrated transport network and respond to the evolving needs of customers.
- Working closely with the Bus Franchising team, support the regional bus franchising programme by developing and implementing digital solutions that enhance customer experience, operational efficiency, and data integration across bus services.

Strategy

- Provide strategic leadership in embedding digital customer service principles within the transport programme, acting as the digital service link between customer experience and operational delivery.
- Lead the end-to-end digital transformation of concessionary travel services, ensuring they are accessible, efficient, and aligned with digital service standards across tunnels, ferries, and the wider transport network
- Budget management of numerous work areas

Customer Insight, Feedback & Continuous Improvement

- Ensure robust and digitally-enabled customer feedback mechanisms are in place across all services, aligned with LCRCA's customer engagement strategy and ombudsman requirements.
- Leading and enhancing customer experience across the region's transport network
- Use digital tools and data platforms to track customer sentiment, identify trends, and drive actionable improvements in service design and delivery.
- Lead the development and implementation of a CRM (Customer Relationship Management) system, ensuring it supports a single view of the customer, enables data-driven decision-making, and enhances engagement across all customer touchpoints.

- Own and oversee the management, continuous improvement, and digital content strategy of websites, ensuring they deliver a seamless, accessible, and engaging experience that supports customer service and communication goals.
- Maximise the customer experience within the overall financial and contractual framework of bus franchising

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: Digital Projects Lead (Customer Services)

CRITERIA		
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
Proven experience leading and delivering complex digital projects (ideally within public services, infrastructure, or transport sectors) using project management methodologies	E	A, I, AS
Strong understanding of designing and delivering user-centred digital services, including ticketing, CRM platforms, and customer feedback systems.	E	A, I, AS
Significant budget management experience in a complex large organisation and/ or political organisation	E	A, I, AS
Experience implementing and procuring IT systems that automate manual processes, improve operational efficiency, and enhance customer experience.	E	A, I, AS
Demonstrated ability to engage and influence diverse stakeholders (internal teams, external partners, and customers) while managing organisational change in digital transformations.	E	A, I, AS
Knowledge of using data analytics, customer insights, and performance metrics to drive continuous improvement in service delivery.	E	A, I, AS
Proven experience and evidence of developing and utilising links with senior and influential Stakeholders and Partners	E	A, I, AS
Detailed knowledge of transport operators' business environment	D	A, I, AS
Experience of working within a political environment including advising and briefing politicians	D	A, I, AS

Skills, Abilities and Personal Attributes	E = Essential D = Desirable	Identified By
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Able to lead cross-functional digital teams, clearly articulate complex technical concepts to drive digital initiatives forward.	E	A, I, AS
Strong analytical skills with the ability to leverage digital data, customer insights, and performance metrics to identify challenges and deliver innovative, tech-enabled solutions.	E	A, I, AS
Develop and maintain dashboards and reports to track digital project performance, customer engagement, and operational KPIs, providing insights to senior leadership.	E	A, I, AS
Commitment to designing and delivering inclusive and accessible digital experiences that meet the evolving needs of customers.	E	A, I, AS
Skilled in managing digital projects using agile and iterative methodologies, balancing rapid delivery with quality and stakeholder alignment.	E	A, I, AS
Comfortable working with emerging technologies and digital tools, adaptable to fast-paced digital transformation environments.	E	A, I, AS
Build and influence strong partnerships with internal teams and external suppliers to ensure digital solutions meet requirements, deliver value, and integrate smoothly.	E	A, I, AS
Ensures attention to digital delivery details while maintaining a clear understanding of broader transformation objectives and long-term innovation strategies.	E	A, I, AS
Highly developed influencing and negotiating skills with a determination to deliver the right outcomes.	E	A, I, AS
Oversee that all digital projects comply with relevant data protection, cybersecurity, and accessibility standards, such as GDPR, ensuring safe and inclusive service delivery.	E	A, I, AS

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, AS
Identify and evaluate emerging digital technologies and trends that could enhance LCRCA's customer services and operational efficiency.	E	A, I, AS
Champion upskilling and knowledge sharing within the team and wider organisation to embed digital literacy and best practices.	E	A, I, AS
Demonstrates the highest levels of professionalism	E	A, I, AS
A commitment to providing a high-quality customer service and ensuring service standards are met across all areas of responsibility	E	A, I, AS



Demonstrates a commitment to Equality, Diversity and Inclusion	E	A, I, AS
Flexible approach to working hours and willingness to work flexibly as and when required	E	A, I, AS
Ability to attend meetings inside and outside the City Region	E	A, I, AS

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	AS – Assessment
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