

ROLE DESCRIPTION

Job Title	Ticketing Data Manager
Salary Band	SCP 33-36
Reporting to	Ticketing Operations Lead
Directorate	Place
Service Area and sub area	Customer & Operations
Team	Customer Services
Political Restriction	No

1. Primary Purpose of the Post

To lead the provision of accurate, high-quality transport and ticketing data that underpins service delivery, customer experience, and strategic decision-making across the organisation. The postholder will ensure the effective management and continual improvement of data associated with prepaid and concessionary travel schemes.

This role will use advanced analytics, customer insight and CRM-enabled intelligence to support the development of smart, accessible and inclusive ticketing solutions - helping shape the future of travel across the Liverpool City Region. By identifying trends, opportunities and issues within ticketing and operational datasets, the postholder will provide evidence-led recommendations that enhance service quality, operational efficiency and value for money.

The postholder will work collaboratively with internal teams, external partners and transport operators to support the ongoing modernisation of ticketing services, including emerging initiatives such as tap-and-go and multi-modal products. They will promote consistent data standards, improve data integrity, and ensure insight is translated into practical improvements for customers.

In addition, the postholder will contribute to continuous improvement by driving a culture of innovation, supporting digital approaches to data use, and ensuring that all services remain compliant, safe, inclusive and aligned with the Combined Authority's vision for a smarter, more connected region.

2. Your responsibilities

1. Satisfied Customers

- Putting the customer at the heart of everything we do, ensuring ticketing and travel experiences are evidence-led and continuously improved.
- Proactively anticipating customer needs through data insight, helping to shape accessible and inclusive services.



- Ensuring consistent, high standards of customer care in line with corporate expectations and using customer data to inform service enhancements.
- Reviewing the way services are delivered, drawing on analytics to identify barriers, improve usability, and support seamless travel.
- Adapting approaches to recognise and respond to the diverse needs of our customers across the Liverpool City Region.
- Promoting good practice in customer-focused service design and data-enabled improvements.
- Providing accurate and timely information based on trusted ticketing and operational data.

2. Projects delivered on time, on budget and providing value for money

- Effectively planning, organising and coordinating work, ensuring data-led approaches inform project decisions and outcomes.
- Using insight and analysis to prioritise activity, track progress, and support the delivery of new and improved ticketing initiatives.
- Managing time and resources efficiently to deliver projects that enhance customer experience and transport operations.
- Applying robust measurement, monitoring and review processes, using data trends to validate delivery and ensure continual improvement.
- Undertaking effective analysis and assessment of options, ensuring value for money and alignment with wider transport transformation objectives.

3. A high performing team

- Making the most of our people by fostering a culture of learning, innovation and continuous improvement.
- Supporting consistent and high-quality recruitment processes, helping to build capability in data-led ticketing and customer experience.
- Managing absence and performance proactively, ensuring individuals have clear, outcome-focused objectives informed by customer and service data.
- Leading, motivating and communicating effectively to support team cohesion and adapt to organisational change.
- Developing the skills of team members, particularly in relation to data insight, digital tools and customer-focused service design.
- Encouraging flexibility and enabling team members to adopt new ways of working aligned to emerging transport technologies.

4. Resources are used efficiently and effectively to deliver objectives

- Managing time and resources effectively to support the delivery of reliable, accurate and high-quality ticketing data.
- Ensuring budgeting and planning activities are supported by robust analysis and evidence-based forecasting.



- Using data to identify opportunities for efficiency and smarter working across ticketing and customer-facing service areas.

5. Continuous improvement of services

- Challenging the status quo and using data insights to drive continuous improvement across ticketing and operational services.
- Promoting a culture of innovation and evidence-based decision-making to support modern, customer-focused travel experiences.
- Monitoring and reviewing operations using digital analytics and ticketing data to identify trends, opportunities and service gaps.
- Keeping up to date with relevant transport legislation, emerging technologies and industry developments.
- Sharing good practice and collaborating with partners to improve services and support region-wide transport transformation.

6. Services and workplace which are open and accessible to all members of the community

- Demonstrating knowledge of equality legislation and how this shapes delivery of inclusive, accessible public transport services.
- Using data to identify potential barriers or inequities in customer experience and supporting actions to address them.
- Promoting equality, diversity and dignity at work always.

7. ICT which supports objectives and enhances service delivery

- Using appropriate ICT and digital analytics tools to support efficient, insight-driven service delivery.
- Identifying and adopting technologies that improve ticketing accuracy, customer experience and operational performance.
- Contributing to the development of ICT solutions that support innovation and data-enabled decision-making.

8. Success through commercial awareness

- Demonstrating an understanding of Merseytravel's business environment and its role in delivering smart, connected transport services.
- Using commercial awareness and data insight to review and enhance performance, ensuring value for money and customer benefit.

9. Innovative products, services and ways of working

- Encouraging innovative thinking that supports the development and delivery of improved ticketing products and digital services.



- Reviewing services regularly and identifying opportunities to apply data insight, smart technology and new ways of working.
- Contributing to a forward-looking culture where data-driven innovation shapes better outcomes for customers.

3. General Corporate Responsibilities

- Commitment to the organisation's vision, values, and behaviours.
- Maintain confidentiality in a sensitive data environment.
- Value equality, diversity, and inclusion.
- Commitment to ongoing learning and self-development.
- Ensuring adherence to LCRCA Safety Management System

4. Recruitment Plan

Competency Based Interview
Assessment

PERSON SPECIFICATION

Job Title: Ticketing Data Manager

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Educated to a degree standard, or equivalent or extensive experience in a data analysis background.	E	A
Experience and knowledge	E = Essential D = Desirable	Identified By
Experience using data and analytics to improve transport or customer services, including building insights that influence service design, operations, and funding decisions	E	A / I / T
Proven track record working with ticketing datasets (e.g., product, usage, reimbursement/settlement, concessionary schemes) and deriving actionable recommendations to optimise tap-and-go and concessionary propositions	E	A / I / T
Strong grounding in CRM-enabled service improvement—linking customer records, journeys, and feedback to measurable changes in user experience and outcomes	E	A / I / T
Demonstrable experience in project and programme delivery in a complex, multi-stakeholder environment (planning, tracking, risk/issue management, benefits realisation), with a focus on data-led decision-making.	E	A / I / T
Applied knowledge of statistics and analytical methods (e.g., modelling, forecasting, segmentation, trend and variance analysis) to drive continuous improvement	E	A / I / T
Understanding of accessibility, inclusion and customer-centred design, and how to embed these through data (e.g., using insight to identify barriers and target improvements).	E	A / I / T
Knowledge of compliance and assurance in a public-sector context, including handling sensitive data appropriately and monitoring for safety and standards through robust analysis.	E	A / I / T
Familiarity with digital analytics platforms and dashboards to monitor performance, spot trends, and surface opportunities for efficiency and value for money.	E	A / I / T



Skills and abilities	E = Essential D = Desirable	Identified By
Advanced analytical and numerical ability: translate complex, multi-source data into clear insights, narratives, and options that inform decision-making and investment choices	E	A / I / T
Data storytelling and communication: present findings succinctly to non-technical stakeholders (written reports, visuals, verbal briefings), with clear recommendations and impact measures.	E	A / I / T
CRM and data integration skills: connect customer, ticketing, and operational data to produce a joined-up view of performance and experience	E	A / I / T
Planning and delivery discipline: scope and prioritise work, manage dependencies, and deliver on time and within budget; set measurable KPIs and track benefits	E	A / I / T
Stakeholder management: build trusted relationships across internal teams and external partners; collaborate to share insights that drive network-wide improvements.	E	A / I / T
Continuous improvement mindset: design experiments, test changes, and iterate services using statistical and operational evidence.	E	A / I / T
Governance and controls: maintain data quality, lineage, and auditability; apply proportionate controls for sensitive data and operational monitoring	E	A / I / T
Tooling agility: work confidently with BI/analytics and digital analytics platforms (dashboards, visualisation, trend analysis); comfortable learning new tools as needed	E	A / I / T

Personal Attributes	E = Essential D = Desirable	Identified By
Customer-centred and impact-oriented: keeps residents' needs at the heart of decisions; motivated by improving real-world travel experiences at scale.	E	I
Curious, evidence-led problem solver: challenges assumptions, seeks better data, and tests ideas pragmatically	E	I
Collaborative and respectful: brings people with you, shares insight openly, and values diverse perspectives to reach better outcomes	E	I
Action-focused and accountable: moves from analysis to decision to delivery, owning results and learning from them	E	I
Integrity and discretion: handles sensitive information appropriately and models high standards of professional conduct.	E	I
Inclusive and accessible by default: committed to equality, diversity and inclusion, and to designing services that work for everyone	E	I



Resilient and adaptable: thrives in a changing, innovative environment; balances long-term improvements with day-to-day operational needs	E	I
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Core Behavioural Competencies	E = Essential D = Desirable	Identified By
Commitment to LCRCA vision, values and behaviours	E	A / I / T

Key to Assessment Methods:

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