

ROLE DESCRIPTION

Job Title	Customer Champion
Salary Band	SCP 16-19
Reporting to	Customer Champion Team Leaders
Directorate	Place
Service Area and sub area	Customer and Operations
Political Restriction	None

1. Primary Purpose of the Post

To assist in the delivery and development of customer services across all areas of the Liverpool City Region, including specifically Mersey Ferries (terminals and cruise events), Mersey Tunnels, Bus Stations/Travel Centres, Mann Island Concierge, Tunnel Tours and our Customer Contact Centre.

2. Your responsibilities

- Playing an active role in delivering our services in a customer focussed manner.
- Anticipating and meeting customer needs and expectations – being proactive and responsive to our customer’s requirements.
- Adapting our approach to recognise the diverse needs of all our customers, services and events.
- Enhancing the customer experience.
- Share best practice across all our customer facing services.

- Having a positive and proactive approach and display of appropriate behaviours.
- Delivering tasks to required standards and deadlines.
- Be able to work with your own initiative and have a determination to deliver.
- The ability to react to a change in demand quickly and effectively.
- Be able to work well within multiple teams.
- Commitment to personal development and performance.
- Working within established policies, procedures, and processes to support a standardised approach.
- Having a high standard of personal presentation. Ensuring uniform is maintained to a high standard.



- Demonstrate a clear understanding of all health, safety, and wellbeing responsibilities, maintaining full knowledge of relevant legislation and regulatory requirements.
- Ensure full compliance with the LCRCA Safety Management System across all operational areas and by all users of the service.
- Adopt a consistent and effective approach to the control of incidents and accidents, in line with corporate and departmental procedures.
- Contribute to the development of a strong health and safety culture across all operational areas, promoting continuous improvement through the identification and control of all types of risks

- Ensure the correct PPE is worn at all relevant times.
- Understand and fully meet all health and safety duties and responsibilities in line with role and operational requirements.
- Adhere to the LCRCA's Safety Management System at all times.
- Ensure compliance with all relevant health and safety legislation, policies, and procedures.
- Promote safeguarding awareness and actively support the prevention of incidents involving vulnerable individuals, including suicide prevention measures.
- Respond effectively to incidents, including emergency situations, in line with established procedures and training.

- Demonstrate an appropriate level of knowledge and understanding of equality legislation and how it applies to multiple service areas.
- Promote equality, diversity, and inclusion by:
 - Recognising the needs of diverse customer groups.
 - Respecting and valuing the diversity of colleagues and team members.
 - Actively adhering to all relevant corporate equality and diversity policies.

- Regularly review and adapt your own working methods to enhance service delivery and personal performance, while setting and maintaining high standards.
- Promote a culture of openness, transparency, and accountability across the operation.
- Support the delivery of modern technology systems and processes, improving ICT skills and adopt digital tools.
- Identify opportunities for service development and business growth.
- Champion a culture of continuous improvement, challenging the status quo and encouraging innovation at all levels.
- Share successes and examples of best practice across teams and departments to raise overall performance.

- Demonstrating an understanding of the LCRCA's business and overarching strategy around Customer Delivery and Service.



- Contribute to the development and delivery of the Customer Delivery Service Plan.
- Keep up to date with Commercial developments relevant to all service areas.

- Focusing on the wider benefits of the LCRCA.
- Contributing to and promoting the vision and aims of the LCRCA.
- Sharing and communicating a clear understanding of the LCRCA priorities across multiple departments.
- Encourage and participate innovative thinking.

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.

3. General Corporate Responsibilities

- Understanding and meeting all health, safety and wellbeing duties and responsibilities, and having full knowledge of relevant legislation.
- Compliance to all external accreditation and legislation requirement.
- Effective and consistent approach to incident and accident management in accordance with corporate and department procedures.
- 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.

4. Recruitment Plan

Competency Based Interview
Assessment Exercise

PERSON SPECIFICATION

Job Title: Customer Champion

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
NVQ Level 3 Customer Service or equivalent	D	A
Full Driving Licence	E	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Experience in a customer focussed environment	E	A, I
Strong customer focus, putting customers at the heart of everything you do	E	A, I
Competent & proficient in current IT systems and applications including Microsoft Office Suite and Microsoft Teams	E	A, I
Experience and understanding of Health & Safety	E	A, I
Commitment to learning and self-development	E	A, I
Experience of ticket and cash sales	E	A, I
Experience of working to corporate governance/ compliance policies/procedures	D	A
Call Centre/Call Handling Experience	E	A I
Tourism/retail experience	D	A
Environmental awareness	D	A

Skills and abilities	E = Essential D = Desirable	Identified By
Excellent standard of numeracy and literacy	E	A, T
Excellent communication and interpersonal skills	E	A, AC, I
Excellent standard of personal presentation	E	A, I



Awareness of equality & valuing diversity	E	A, I
Able to work solo and as a team	E	A, I

Personal Attributes	E = Essential D = Desirable	Identified By
Flexible approach to work schedule and environment to maintain service delivery	E	A, I
Commitment to LCRCA's vision, values and behaviours	E	A, I
Willing to embrace change	E	A, I

Core Behavioural Competencies	E = Essential D = Desirable	Identified By
Commitment to follow and amplify the LCR CA agreed behaviours of LCR First, Respect and Action Focus.	E	A,I,
Demonstrates the highest levels of professionalism.	D	A,I,
Ability to work collaboratively.		A,I,
Commitment to continuous improvement.	D	A,I
A commitment to providing a high-quality customer service and ensuring service standards are met.	E	A,I,
Commitment to and understanding of equal opportunities.	E	A,I
Flexible approach to working hours and willingness to work flexibly as and when required.	E	A,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