

ROLE DESCRIPTION

Job Title	Team Leader (Mersey Ferries)
Salary Band	SCP 24-26
Reporting to	Customer Operations Manager
Directorate	Place
Service Area and sub area	Customer and Operations
Team	Mersey Ferries.
Political Restriction	None

1. Primary Purpose of the Post
To lead a customer-focused team in delivering exceptional service across all ferry terminals, ensuring the safe, efficient, and effective operation of all Mersey Ferries shore-based facilities and activities. The role will uphold and develop outstanding standards of presentation and customer care, while maintaining a strong awareness of and actively contributing to the wider Mersey Ferries business.
2. Your responsibilities
<u>Satisfied Customers</u> • Place the customer—both internal and external—at the heart of all business delivery and review activities • Anticipate and meet customer needs and expectations to deliver a high-quality service experience. • Adapt communication and service approaches to reflect the diverse needs of all customers. • Enhance the overall customer experience through proactive and responsive service. • Provide excellent customer service through various channels, including telephone, electronic communication, and face-to-face interactions. • Respond effectively to emergency situations that may arise. • Maintain effective relationships with key stakeholders to support the delivery of services. • Ensure all front-line resources are aligned with and contribute to the achievement of Corporate and Divisional Customer Service and Business Standards. • Support the delivery and continuous improvement of internal and external customer feedback processes and systems. • Build effective working relationships and demonstrate a partnership approach to service delivery. • Assist in the planning, coordination, and delivery of event management activities as required.

- Ensure compliance with the Customer Charter and established Customer Service Standards.
- Use agreed communication plans to keep customers informed of service disruptions.
- Ensure all customer-facing digital platforms—including social media and organisational websites—display accurate and up-to-date service information.
- Make informed decisions that prioritise the customer needs and ensure a positive service experience while aligning with organisational policies and objectives.
- Uses sound judgment to resolve customer issues promptly, balancing customer satisfaction with operational requirements.

Resource Management

- Manage operational activities efficiently and cost-effectively across all service areas to ensure optimal use of resources.
- Deliver all assigned tasks to the required standard and within established deadlines.
- Prioritise activities effectively and demonstrate strong time management skills.
- Optimise productivity and flexibility of operational staffing, including creating work schedules and assigning duties, to enhance service delivery and staff capability.
- Manage operational resources to effectively meet the needs of both customers and the wider business.
- Proactively identify and reduce operational waste and duplication to improve overall efficiency.
- Ensure all resources under your control are managed in line with governance guidelines and subject to regular review.
- Communicate clearly, concisely, and purposefully to support timely delivery of activities and operational targets.
- Manage authorised absences in line with operational procedures and ensure appropriate cover and continuity of service.
- Analyses data and performance metrics to inform evidence-based decisions about staffing levels, budgets and operational needs.

Ensures all resource management decisions are transparent, evidence-based and compliant with organisational policies and procedures.

Leadership & People Management

- Promote and embody a positive, "can do" culture, demonstrating appropriate behaviours and encouraging the same in others.
- Adopt a culture of collaboration through effective team working, staff development, and active staff involvement.
- Build and engage strong teams to enhance empowerment, accountability, and accessibility at all levels.
- Maintain a visible and active presence across operational areas, ensuring high standards of service delivery by all staff.
- Lead effective recruitment and selection processes in accordance with corporate policies and procedures.

- Deliver proactive and effective absence management in line with corporate policy to ensure operational continuity.
- Apply performance management techniques consistently and effectively at both team and individual levels.
- Provide clear focus on required outcomes and offer regular, constructive feedback on individual and team performance.
- Lead by example to motivate and inspire staff, setting high standards and maintaining a visible presence in all service areas.
- Support and guide staff through periods of change, ensuring effective communication and engagement.
- Drive the continuous development of team and individual capability to meet evolving business needs.
- Assist in the creation and delivery of robust service improvement and review plans, working collaboratively with teams to implement positive change.

A High Performing Team

- Maximise the potential of individuals and teams by creating an environment where people can thrive and contribute effectively.
- Lead and support effective recruitment and selection processes to attract and retain the right talent.
- Deliver proactive and effective absence management to maintain team resilience and continuity of service.
- Apply performance management processes consistently to drive high standards and accountability.
- Motivate and inspire team members by providing clear direction, support, and recognition.
- Lead people through change with confidence, empathy, and strong communication.
- Continuously develop the capabilities of team members to meet current and future organisational needs.
- Promote and embed a learning culture that encourages personal growth, continuous improvement, and knowledge sharing.
- Promote and recognise flexibility, adaptability, and innovation within the team.
- Adapts decision-making approaches to suit dynamic environments, ensuring the team remains agile, resilient, and results focused.

Projects Management & Accountability Focus

- Support the successful delivery of projects by contributing to the implementation of new systems and software, including user acceptance testing and rollout processes.
- Ensure effective resource management to optimise the use of time, people, and budgets across all project phases.
- Apply robust measurement, monitoring, and review processes to track progress, evaluate performance, and identify opportunities for improvement.
- Identify and manage risks at both service and corporate levels to minimise disruption and ensure project objectives are met.



- Provides clear rationale for decisions, documenting key choices and lessons learned to support accountability and knowledge sharing.

Compliant & Compliance Focus

- Ensure full compliance with procurement procedures, standing orders, and financial regulations.
- Deliver value for money through effective contract management and informed decision-making.
- Build and maintain positive working relationships with suppliers to support high-quality service delivery.
- Manage tenant relationships to ensure compliance with agreements and alignment with operational objectives.
- Oversee contractor performance to ensure services are delivered to agreed standards, timelines, and within budget.
- Promotes a culture of integrity and compliance by modelling responsible decision-making and holding others accountable.

Health, Safety, and Wellbeing

- 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.
- Ensure all staff are appropriately briefed and trained in all aspects of Health, Safety & Wellbeing, including fire safety, emergency evacuation, and business continuity procedures.
- Adopt a consistent and effective approach to the management 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.
- Support the development, delivery, and regular review of procedural arrangements and risk assessments.
- Take a proactive approach to the implementation and monitoring of risk management processes.

Ensures all decisions comply with health and safety legislation, organisational policies and best practice standards.

Safe Services and Workplace

- Understand and fully meet all health and safety duties and responsibilities in line with role and operational requirements.
- Adhere to the Liverpool City Region Combined Authority's Safety Management System at all times.
- Ensure compliance with all relevant health and safety legislation, policies, and procedures.



- Support the development, implementation, and testing of robust Business Continuity Plans to maintain essential services during disruptions.
- Promote safeguarding awareness and actively support the prevention and management of incidents involving vulnerable individuals, including suicide prevention measures.
- Respond effectively to incidents, including emergency situations, in line with established procedures and training.

Accessibility and Sustainability

- Demonstrate an appropriate level of knowledge and understanding of equality legislation and how it applies to your service area.
- Promote equality, diversity, and inclusion by:
 - Recognising and addressing the needs of diverse customer groups.
 - Adapting service delivery approaches to meet those varied needs.
 - Respecting and valuing the diversity of colleagues and team members.
 - Actively adhering to all relevant corporate equality and diversity policies.
- Ensure staff are appropriately briefed, trained, and assessed in all aspects of equality and diversity legislation and practice.
- Assist in the implementation of Equality Impact Assessments across operational procedures, policies, and practices.
- Provide operational-level support for the delivery of corporate strategies and policy initiatives.
- Support the implementation of modern Human Resource programmes and best practices.
- Ensure compliance with all relevant external accreditations, legal requirements, and industry standards.
- Contribute to effective environmental management and sustainability through operational practices.
- Continuously review and refine services to enhance performance, improve efficiency, and reduce or minimise waste.
- Support structured business continuity planning and provide flexible management coverage across all operational hours.
- Considers environmental, social and economic impacts when making decisions, promoting sustainable practices across the organisation.

Continuous Improvement

- Regularly review and adapt your own working methods to enhance service delivery and personal performance, while setting and maintaining high standards.
- Assist senior management in the ongoing review and improvement of service delivery within your area of responsibility.
- Promote a culture of openness, transparency, and accountability across the operation.
- Support the development and sharing of good working practices and ensure they are embedded across all operational areas.
- Contribute to the implementation and delivery of modern technology systems and processes, encouraging staff to improve their ICT skills and adopt digital tools.
- Lead or support the delivery of quality standards and inspection programmes, ensuring full compliance with internal and external requirements.

- Demonstrate a clear understanding of LCRCA's business objectives and overarching strategy to inform operational decisions and performance management.
- Support performance management and contribute to identifying opportunities for service development and business growth.
- Champion a culture of continuous improvement, challenging the status quo and encouraging innovation at all levels.
- Monitor, review, and evaluate service delivery to ensure it remains effective, efficient, and aligned with organisational goals.
- Share successes and examples of best practice across teams and departments to raise overall performance.
- Actively participate in organisation-wide initiatives to improve service levels and enhance customer outcomes

Improving the Liverpool City Region

- Focusing on the wider benefits of the LCRCA.
- Contributing to and promoting the vision and aims of the LCRCA within the city region.
- Sharing and communicating a clear understanding of the LCRCA priorities across the department.

Supports innovation and forward-thinking approaches in decision-making to enhance infrastructure services, and opportunities in the region.

3. General Corporate Responsibilities

- Promote understanding of and adherence to the Combined Authority's core values by modelling appropriate behaviours and encouraging others to do likewise.
- To adhere to LCRCA policy and procedure guidelines in all areas including Health and Safety.
- Promote and encourage continued improvement in service quality and efficiency.
- To participate in all aspects of training and development as directed and to use all relevant learning opportunities to improve personal skills to improve effectiveness and efficiency of service delivery.
- Create a positive learning and working environment through delegation, mentoring and coaching of colleagues and through the identification of training and development needs.
- To identify opportunities for self-development.
- Encourage a culture of continuous improvement to develop an outstanding service, where value for money and best value is delivered and innovation and enterprise flourish.
- Promote strong, direct and effective communication and involvement with all Stakeholders.
- Promote the work of the LCRCA and Liverpool City Region locally and nationally.
- Support the Combined Authority's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken.
- 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.

In-tray exercise/ Role based competency test.

PERSON SPECIFICATION

Job Title:

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Hold or be working towards a level 2 Management Professional Qualification (NVQ Level 2 Management or equivalent)	E	A
NVQ Level 2 Customer Service or equivalent.	E	A
Hold or be working towards a level 3 Management Professional Qualification (NVQ Level 3 Management or equivalent).	E	A
NVQ Level 3 Customer Service or equivalent.	D	A
Health & Safety Qualification.	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Experience of managing within a large customer focussed, multi-functional & multi-site operation.	E	A,I
Demonstrates transformational Leadership and commitment to continuous improvement.	E	A,I
Ability to motivate a team of staff in a challenging environment.	E	A,I
Resource Management experience.	E	A,I
Ability to plan, prioritise and make decisions, and manage conflict.	E	A,I
Ability to identify and manage risk.	E	A,I
Ability to liaise effectively with internal departments, partners and stakeholders.	E	A,I
Strong customer focus, putting customers at the heart of everything we do.	E	A,I
Experience & understanding of Health & Safety.	E	A,I



Commitment to learning and self-development.	E	A,I
Experience of cash handling and/or ticket sales.	E	A,I
Experience of working to corporate governance/compliance policies/procedures.	E	A,I
Awareness of equality & valuing diversity. E	E	A,I
Environmental awareness.	E	A,I
Able to work on own and as a team.	E	A,I
Flexible approach to work schedule and environment to maintain service delivery.	E	A,I
Commitment to Merseytravel's vision, values and behaviours.	E	A,I
Willing to embrace change.	E	A,I
Ability to lead by example.	E	A,I
Tourism/ Retail Experience.	D	A,I
UK Drivers Licence.	D	A,I

Skills and abilities	E = Essential D = Desirable	Identified By
Competent & proficient in all current IT systems and applications including Microsoft Office Suite.	E	A,I
Excellent standard of numeracy and literacy.	E	A,I
Excellent communication & interpersonal skills.	E	A,I
Excellent standard of personal presentation.	E	A,I
Organisational skills with the ability to work to deadlines within competing priorities.	E	A,I

Personal Attributes	E = Essential D = Desirable	Identified By
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Key to Assessment Methods:

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