

## Passenger Focus Job description

**Title: Passenger Link Executive**

**Grade / Band: D**

**Line Manager: Passenger Link Manager**

**Salary: £32,804 (plus access to civil service pension arrangements)**

### **Purpose of the job**

To help get the best deal for passengers by working with passenger groups, public transport operators and other industry and government stakeholders to deliver journey improvements for rail, bus and coach passengers.

### **Outline**

Reporting to a Passenger Link Manager, the Passenger Link Executive will deliver local and regional rail, bus and coach passenger representation alongside the Passenger Link Manager.

They will work with groups of interested passengers who want to contribute to the work of Passenger Focus to push forward specific, important issues raised by passengers with public transport operators.

The Passenger Link Executive may also work closely with or act as passenger representatives on local / regional passenger consultative bodies. They will help collect information which can be may be used at a local, regional and national level to deliver passenger benefits on the ground.

You will need to support the Passenger Link Manager effectively and the ability to influence a variety of stakeholders to ensure favourable passenger outcomes will be required. You should be adaptable in your communication style to ensure credibility in what can be a demanding political environment.

To support the delivery of improvements to passenger journeys, Passenger Link Executives will work closely with colleagues in the Passenger Project Teams and / or the Passenger Link Development Team.

Passenger Link Executives will work with colleagues in the Policy, Research, Communications and Passenger Advice teams to identify issues of concern for passengers, and will work with public transport operators and industry organisations to seek to secure benefits for transport users.

There will also be a high degree of cross organisational working in project teams to ensure the successful delivery of business plans.

These posts will be peripatetic roles and depending on the region of the country the post holder may be required to work remotely from their home. The roles will require extensive travel and interaction with Passenger Focus, passenger groups, the organisations purchasing the services and bus or rail industry contacts.

## **Tasks and responsibilities:**

### **Stakeholder relations**

- Build and maintain effective two-way relationships with a wide range of stakeholders, setting the context for influencing.

### **Understanding passenger issues**

- Be able to identify passenger issues - understand issues of concern to, and the aspirations and needs of passengers by collating and using research and data, and other sources of information and intelligence
- Understand how to obtain evidence to influence rail industry decision-making
- Understand the impact of industry decisions upon deliverables for the customer.

### **Deciding priorities**

- Use research and data, relationships with stakeholders, and knowledge of Passenger Focus corporate priorities, to identify priorities for investigation, research and influencing.

### **Lobbying on passenger issues**

- Support the Passenger Link Manager in securing influence for the passenger perspective through the implementation of clear strategic plans
- Act as a clear, coherent, voice on behalf of passengers as a whole
- Identify appropriate channels for the Passenger Link Manager to deliver messages including the media, where necessary.

### **Planning and co-ordination**

- Manage shifting priorities within an overall set of guiding principles
- Share personal, team and organisation successes to ensure these are recognised and communicated
- Work closely with other teams within the organisation, having regard to own and others capability, capacity and availability
- Remain focused and organised whilst managing competing priorities in a pressurised environment.

## Passenger Focus Person specification

### Qualifications / education and relevant experience:

- You should be educated to degree level (or educational equivalent) or possess relevant work experience.

### Skills and competencies:

- **Relationship management:** The ability to demonstrate political awareness and demonstrate diplomacy when dealing with key stakeholders, in order to help the Passenger Link Manager maintain trusting working relationships both in and outside of the organisation. Recognises the need to work cross functionally to maximise results and to meet organisational goals, whilst maintaining the integrity and reputation of Passenger Focus
- **Persuading and influencing:** An ability to adapt communication style to suit the audience. Is able to engage with individuals at all levels cross functionally to influence the best outcomes for passengers
- **Tenacity and resilience:** The ability to self-motivate and retain business focus even in difficult situations and to cope with working on one's own at times. Comfortable working in a rapidly changing environment. Maintains a positive approach in a pressurised environment
- **Collaborative team working:** Recognises the need to collaborate with internal and external team members. The ability to work with others, sharing ideas, offering support and seeing the collective success as being more significant than the individuals
- **Critical thinking:** An ability to establish the facts, understand root causes, identify options, assess risk and make objective and reasoned decisions based on evidence
- **Flexible organisation and prioritisation:** Self motivated with a desire to succeed. Able to prioritise and formulate clear plans based on organisational research and passenger requirements. Adapts to changing priorities and effectively organises activities of self and others to ensure objectives are met within prescribed deadlines.

### Important working relationships:

- Passenger Link Managers
- Public transport operators, statutory bodies and regulators
- Passengers and passenger groups
- Bus Passenger Director, Rail Passenger Director, other Passenger Link Executives and the Passenger Link Development Team
- Passenger Focus Policy, Research and Communications Managers and their teams
- Regional and local government officers
- Media representatives.