

Passenger Focus Job description

Title: Passenger Link Manager

Grade / Band: E

Line Manager: Bus Passenger Director

Salary: £47,109 (plus access to civil service pension arrangements)

Purpose of the job

This is an exciting opportunity to make a difference for passengers by working with passenger groups, public transport operators and other key industry and government stakeholders to deliver passenger representation.

Outline

Reporting to and working closely with the Bus Passenger Director, the Passenger Link Manager will work peripatetically and will be required to travel extensively within the UK to ensure that proactive responsibility is taken for delivering quality local and regional passenger representation.

You should have the ability to influence a variety of stakeholders to ensure favourable passenger outcomes are achieved and be adaptable in your communication style to ensure credibility in what can be a demanding political environment.

The role also requires high levels of resilience, tenacity, flexibility and effective prioritisation skills as this is a time of change for the organisation. One that will demand a focused approach to maintain the wide range of necessary relationships that will help to shape outputs that put passengers first.

The Passenger Link Manager will help to resolve issues raised by passengers with the public transport operators. They should also work with other local passenger groups empowering them to drive service improvements on particular routes or in particular localities.

With a strong emphasis on evidence based campaigning and research, the Passenger Link Managers will work with a Passenger Link Executive and colleagues in the Passenger Link, Policy, Research, Communications and Passenger Advice teams. There will also be a high degree of cross organisational working and communication of clear strategic plans to ensure the successful delivery of business objectives.

This position will be based peripatetically and will require extensive travel / interaction with Passenger Focus colleagues and other 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 an expert in passenger issues - understand issues of concern to, and the aspirations and needs of passengers using research and data, and other sources of information and intelligence
- Understand how to commission and influence research and obtain evidence to influence 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

- Secure 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
- Craft message content giving appropriate consideration to audience and political implications
- Identify and use appropriate channels to deliver messages, which will include representation in the media when necessary.

Management and planning

- Lead, coach and manage Passenger Link Executive/s (where appropriate), ensuring they are inspired, motivated and committed to Passenger Focus and its aims
- Provide coaching and support, identifying any personal development needs, to enable the Passenger Link Executive to improve their personal effectiveness and achieve objectives
- Identify personal, team and organisation successes and ensure these are recognised and communicated
- Demonstrate a resilient outlook, able to manage shifting priorities within an overall set of guiding principles
- 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:

- **Emotional intelligence:** The ability to effectively identify, assess and manage one's own emotions as well as being aware of and responding appropriately to those of others in order to positively motivate the achievement of organisational objectives.
- **Political diplomacy:** The ability to demonstrate political awareness and to make effective decisions based on sound judgement. Recognises the need to be diplomatic when dealing with key stakeholders and is able to harness stakeholder intelligence effectively.
- **Relationship management:** An ability to build rapport and respect in order to develop and sustain trusting working relationships, both inside the organisation and externally. 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 demonstrate credibility, inspiring trust in others. Should have an ability to adapt his / her communication style in order to influence outcomes whilst considering the political implications of the message being given.
- **Tenacity and resilience:** Able to set clear expectations and deal with pressure and ambiguity directly and in a controlled manner. An ability to promote both long-term and short-term decisions and issues that affect passengers.
- **Critical thinking:** An ability to establish the facts, understand root causes, identify options, assess risk and make objective and reasoned decisions based on evidence.
- **Strategic thinking:** Considers strategic objectives when balancing the needs of the Bus, Coach or Rail companies with local or central government priorities to ensure positive outcomes for the travelling public. Is able to understand the importance of research conducted as part of the planning process.
- **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.
- **Leading and developing others:** Able to motivate and lead others, setting clear objectives, supporting and coaching colleagues and identifying development needs where necessary. Openly supportive of staff and able to work with minimum supervision.

Important working relationships:

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