
TITLE	Stakeholder manager
GRADE	D
MANAGER	Senior Stakeholder Manager
LOCATION	West Midlands

PURPOSE OF THE JOB

Transport Focus is the independent consumer watchdog – a champion for Britain’s rail passengers, England’s bus, coach and tram passengers outside London, and for all users of England’s motorways and major ‘A’ roads.

Stakeholder managers at Transport Focus strive to make a positive difference for these transport users. Key to this is encouraging cultural change to ensure that transport users’ interests are at the heart of all decisions, alongside ensuring focus on achieving specific improvements.

OUTLINE

The postholder will use Transport Focus research and policy recommendations, feedback from transport users and other insight to influence transport providers and others to take steps that will improve the transport user experience.

The postholder will develop and maintain a high level of credibility and influence with a broad range of stakeholders.

The postholder will work closely with Transport Focus colleagues on specific projects and campaigns.

The post will be based in an office in the West Midlands, but with a requirement for significant travel.

The post may involve working outside standard office hours.

TASKS AND RESPONSIBILITIES

Making a Difference

- To understand Transport Focus research and policy recommendations and articulate them to a wide range of stakeholders.
- To influence transport providers and others to implement measures that address Transport Focus policy recommendations or will otherwise improve the transport user experience at a local, regional or national level.
- To help deliver specific campaigns that improve transport user experience
- To work closely with Transport Focus colleagues to influence the development of research programmes that lead to better understanding of transport users' views and aspirations.
- To represent passengers' interests at various local transport forums.

Stakeholder relationships

- To build and maintain effective relationships with key transport providers and funders in accordance with the Transport Focus stakeholder engagement strategy.
- To ensure that the views and aspirations of stakeholders are understood and communicated to relevant colleagues within Transport Focus.
- In relation to emerging policy issues and consultation exercises, understand stakeholders' views, and communicate that intelligence to relevant colleagues within Transport Focus.

Opportunities for partnership working

- Be alert to the potential for working in partnership with third parties to deliver work consistent with Transport Focus's purpose and current priorities, including opportunities to secure third party financial contributions to research projects, subject to Management Team approval.

EDUCATION / PROFESSIONAL KNOWLEDGE & RELEVANT EXPERIENCE

ESSENTIAL:

- Experience in a comparable role, including a track record of building strong stakeholder relationships and achieving change by influencing others.
- Excellent written and verbal communication skills with high level of accuracy in all written materials.
- Articulate, with excellent communication skills and an ability to engage effectively with a broad range of people at all levels
- Proficient in the use of Microsoft Office (particularly Word, Excel, PowerPoint and Outlook).

DESIRABLE:

- Knowledge of legislation governing the rail, bus and roads sectors and the remit of Transport Focus.
- Experience of analysing consumer research and using findings to support initiatives
- Experience of working in a changing environment.

CORE SKILLS AND COMPETENCIES

WORKING WITH OTHERS – Level 3

Works effectively as part of a team by collaborating with others and contributing towards team goals. Professional in approach. Demonstrates empathy and understanding of others' viewpoints in order to build rapport. Supports colleagues and works cross functionally to provide an effective input to the organisational team. Engages with others at all levels, sharing knowledge and best practice. Manages the expectations of others. Gains cooperation from others by talking through issues and solutions. Proactively inspires trusting partnerships. Initiates and develops relationships to further organisational goals. Networks both internally and externally to the organisation. Focuses on developing long-term relationships.

INFLUENTIAL COMMUNICATION – Level 3

Communicates in a way that can be easily understood. Speaks clearly and concisely at an appropriate pace, checking for understanding. Presents verbal and written information in a structured way. Actively listens to others and asks questions to indicate engagement or for clarification. Engages positively when communicating with others. Adapts communication style to the needs of the audience and situation. Conveys credibility when communicating at all levels of the organisation. Persuades and influences others, considering the implications of messages being given. Negotiates in order to secure positive outcomes. Demonstrates diplomacy when faced with objections or potential conflicts.

FLEXIBLE PLANNING AND ORGANISING – level 2

Systematic and methodical when developing structured plans to manage own workload. Considers timescales and the materials available and manages these effectively in order to meet deadlines. Recognises the need to be flexible in approach to completing tasks. Thinks ahead and anticipates changes. Prioritises tasks in order to respond effectively to competing demands. Monitors progress by reviewing stages regularly. Responds flexibly to changing priorities by re-arranging own workload or adapting existing plans.

PROBLEM SOLVING AND CRITICAL THINKING – Level 2

Is able to assess problems from a variety of angles by recognising relevant and irrelevant information. Will formulate solutions based on the facts. Able to understand research information or data and link outcomes to objectives. Establishes key facts and identifies root cause issues. Identifies a range of possible solutions and assesses the associated risks. Makes objective and reasoned decisions based on facts and evidence. Is able to interpret research information or data correctly.

CONTINUOUS IMPROVEMENT – Level 2

Committed to continuously strive for results and takes pride in producing work to high standards. Committed to improving self through learning from own experiences. Proactively identifies improvements to processes and services, implementing own ideas in line with best practice. Appropriately challenges the status quo. Takes steps to identify a way to fill their own skills/knowledge gap and takes positive steps to address the gap.

TENACITY AND RESILIENCE – Level 3

Works well under pressure, focused on completing tasks. Delivers consistent quality representation of the organisation and retains business focus in difficult situations. Remains emotionally controlled when under pressure or in stressful situations. Self starting with the ability to handle challenges and obstacles confidently. Determined to succeed, demonstrating persistence. Anticipates issues and potential conflict. Unwavering approach to finding a balanced solution. Focused on achieving successful outcomes for the business, even when faced with making tough or unpopular decisions.

STRATEGIC THINKING – Level 2

Demonstrates organisational awareness. Understands the role of the organisation and who the stakeholders are. Recognises how own role impacts and links into organisational objectives. Thinks through the wider consequences of their actions and how these will impact on organisational goals. Considers wider strategic issues when developing approach to achievement of own objectives. Understands how key departments fit together and looks outside own team to link strategically and achieve wider organisational goals. Identifies both internal and external issues that might impact the organisation.

IMPORTANT WORKING RELATIONSHIPS

- Chief executive, Director, 'Heads of' within Transport Focus
- Transport User, Insight and Communications teams
- Key personnel within transport providers and funders
- Other stakeholders, guided by the Transport Focus stakeholder strategy
- Local and regional passenger groups
- Local authorities and voluntary organisations