

Role Profile

Role:	Customer Care Culture & Engagement Officer
Directorate:	Customer & Growth
Salary Band:	Band 6
Post reference:	CG11
Job Evaluation Date:	27.05.2026
Role statement of purpose:	This role enables the delivery of clear, consistent and engaging communications that connect Customer Care colleagues with key priorities, knowledge and performance insight, ensuring they feel informed, supported and empowered to deliver a customer-focused service.
Reports to:	Customer Care Service Enablement Manager

	Key Role Outputs (KROs) <i>these set out what must be achieved for the post holder to be successful in the role</i>	Key Actions <i>These set out how the KROs will be achieved – the activities required.</i>
1.	Clear, consistent and engaging communication for Customer Care colleague.	<ul style="list-style-type: none"> • Draft and deliver high-quality internal communications across a range of channels (e.g. briefings, bulletins, intranet content, team updates). • Translate complex operational, performance and change information into clear, accessible messages for frontline and support colleagues. • Develop engaging content, including visual, digital and face-to-face engagement materials. • Ensure messaging is consistent, timely and aligned with wider organisational communications and priorities. • Maintain communication planners, action logs, and briefing materials to ensure activity is organised, timely, and accurate. • Support regular team and operational meetings, ensuring key messages and actions are captured and communicated clearly.
2.	Insight-led communication that supports understanding and performance.	<ul style="list-style-type: none"> • Work closely with colleagues across Customer Care to ensure communications are informed by data, evidence, and customer insight.

		<ul style="list-style-type: none"> • Incorporate key performance messages and customer insight into colleague communications to drive awareness. • Gather feedback from colleagues to understand communication effectiveness and identify opportunities for improvement. • Support the production of engagement and communication performance reporting to inform continuous improvement.
3.	Effective colleague engagement that informs, supports and empowers teams.	<ul style="list-style-type: none"> • Work with leadership to plan engagement activities that support the Customer Care vision and is based on colleague input. • Co-ordinate and deliver engagement activities (e.g. events, drop-ins, briefings, workshops) to connect colleagues with key priorities and changes. • Help create opportunities for two-way communication, ensuring colleague voice is captured and fed back into decision-making. • Work with leaders and managers to support consistent and confident cascade of key messages. • Contribute to building a positive, inclusive and customer-focused culture across Customer Care that addresses colleagues' feedback.
4.	Ownership and delivery of the Customer Experience 'Think Like A Customer' programme.	<ul style="list-style-type: none"> • Ensure activity is aligned to Customer Experience strategy, priorities and Bee Network commitments. • Develop and maintain programme plans, engagement materials and delivery schedules to ensure consistent and effective rollout across TfGM. • Create and deliver clear, engaging communications and content that bring the programme to life, helping colleagues understand customer experience principles and apply them in their roles. • Support the development of a mechanisms to capture colleague feedback, ideas and insights generated through the programme, ensuring a strong two-way engagement approach and robust prioritisation framework. • Track and report on programme activity, participation and impact, highlighting successes, risks and opportunities for improvement.
5.	Strong collaboration with stakeholders to enable joined-up delivery.	<ul style="list-style-type: none"> • Build effective working relationships across Customer and central Communications teams. • Act as a key link between operational teams and communications, ensuring messaging reflects real colleague and customer experience.

		<ul style="list-style-type: none"> Attend relevant meetings and forums to gather information, shape communications, and ensure alignment. Support coordination of activity with wider TfGM and partner communications where required.
6.	Any other duties as required.	<ul style="list-style-type: none"> Act as an influential member of the Service Enablement function of Customer Care. Provide cover for the Service Enablement Manager as and when required. Ensure that cultural priorities of the organisation, such as Equality, Diversity and Inclusion, are fully incorporated into ways of working within the teams.
Compulsory Outputs (COs) <i>these set out what must be achieved for the post holder to be successful in the role</i>		Key Actions <i>These set out how the COs will be achieved – the activities required.</i>
C1	Ensure all Customer Care Comms & Engagement activities align with TfGM’s strategic priorities, risk appetite, and compliance requirements.	<ul style="list-style-type: none"> TfGM Safety Management System (In particular section SMS 201 Roles and Responsibilities) Bus Operator contractual management Dignity at Work policy Information assurance and security in line with Cabinet Office requirements Risk management TfGM policies and procedures Equality and diversity legislation TfGM Vision & Values Act in accordance with TfGM’s behaviours and competencies
C2	Any other reasonable duties as required from time to time	See above

Key Interdependencies

Key Contacts

Customer and Growth Director
 Head of Customer
 Service Delivery Manager
 Service Enablement Manager
 System Product Owner
 Head of Customer Experience
 Head of Customer Travel Information
 TfGM IS
 TfGM Fares & Ticketing
 TfGM Metrolink

	TfGM Bus TfGM Rail TfGM Active Travel Operational Control Centre Operators / suppliers
Direct reports	None
Budgetary responsibility	As part of this role, it is important to identify cost savings and efficiencies to deliver value for money
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG and other locations from time to time as determined by role

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Created by					
Lucie Child 2026					



Customer Care Comms and Engagement Officer (<i>Knowledge, skills and experience required at selection stage</i>)	
E	Essential Experience:
E1	Proven experience of planning and delivery of communications or engagement activity within a complex organisation.
E2	Experience producing high-quality content across multiple internal channels (e.g. briefings, intranet, newsletters, presentations), with the ability to tailor messages for different audiences.
E3	Ability to translate complex operational, performance or change information into clear, accessible communications for frontline and non-specialist audiences.
E4	Experience working with a wide range of stakeholders, building effective relationships and coordinating input to deliver joined-up communications.
E5	Experience of delivering customer experience initiatives (e.g. training, engagement or continuous improvement programmes) that drive customer experience improvements.
E6	Experience of coordinating engagement activity and events (e.g. workshops, briefings, drop-ins, campaigns).
E7	Ability to work collaboratively across teams to ensure consistent messaging and alignment with wider organisational priorities.
E8	Strong written and verbal communication skills, with experience drafting clear reports, briefings or presentations for a range of audiences.
E9	Experience using insight, feedback or data to inform communications and drive continuous improvement.
E10	Experience of managing competing priorities and delivering work to tight deadlines, maintaining accuracy and attention to detail in a fast-paced environment.
D	Desirable experience:
D1	Experience in a transport environment.
D2	Experience of Local Authority and Central Government decision making procedures, including political awareness.
D3	Experience of working within a customer service, contact centre or operational environment, with an understanding of frontline challenges and service delivery.
D4	Experience of supporting customer experience or culture change initiatives, such as training programmes, engagement campaigns or continuous improvement activity.
D5	Experience of supporting communications for change or transformation programmes, helping colleagues understand and adapt to new ways of working.
EQ	Essential Qualifications – Technical, Vocational or educational:
EQ1	Educated to degree level or equivalent.
DQ	Desirable Qualifications – Technical, Vocational or educational:
DQ1	CIPR, PRCA or CIM
EA	Essential Attributes:
EA1	Attention to detail
EA2	Flexible & adaptable
EA3	Creative & engaged



EA4	Ability to work effectively as part of a team, contributing to team objectives and supporting colleagues to deliver an effective service.
EA5	Confidence to highlight any issues and suggests solutions or new ideas.
EA6	Personal behavior is in line with TfGM's values and behaviors.
EA7	Punctual and attentive.
EA8	Pride in consistently delivering work to required standards.