

Role Profile

Role:	Head of Customer Travel Information
Directorate:	Customer & Growth
Salary Band:	Band 10
Post reference:	CG14
Job Evaluation Date:	July 26
Role statement of purpose:	To lead the operation, delivery, governance and continuous improvement of Customer Travel Information across the Bee Network, ensuring customers can access consistent, accurate, timely, accessible and trusted information whenever and wherever they need it. This role will set the strategic direction for Customer Travel Information, ensuring information supports customer confidence, patronage growth, operational resilience and network integration. It will provide senior leadership across physical and digital information channels, influence organisational decision-making, and drive measurable improvements in information quality, customer understanding, and operational performance.
Reports to:	Head of Customer

	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.	Set and embed the Customer Travel Information strategy aligned to organisational objectives: Strategic Objective 2: Operate and sustain a safe, green, customer-centric, integrated transport system & 3: Grow and transform the transport network in Greater Manchester	• Develop and own a clear Customer Travel Information strategy aligned to the strategic objectives & the Customer Experience Strategy. • Define, evolve and own the operating model for Customer Travel Information across all modes, channels and customer touchpoints – and agreeing ways of working where there are shared responsibilities. • Establish governance, standards and ownership arrangements for customer information across the organisation.

		• Ensure customer information supports key organisational priorities including patronage growth, accessibility, operational performance and network integration. • Ensure Customer Travel Information services are designed to support an integrated Bee Network customer journey. • Benchmark industry best practice and implement innovative approaches to customer information delivery.
2.	Deliver accurate, accessible and timely customer information across all channels	• Ensure the consistent delivery of customer information across physical and digital customer-facing channels • Ownership of hardware, software and data (varies across different products – where ownership is not direct, establishing a RACI with relevant teams) • Establish service standards and performance measures for information accuracy, availability and timeliness. • Drive continuous improvement in customer information quality and consistency. • Effective contract management and management of suppliers. • Ensure information is customer-focused, accessible and compliant with relevant legislation and standards. • Develop robust quality assurance processes to identify and rectify information issues.
3.	Ensure customers are informed and supported during disruption	• Own the strategic approach to disruption communications and real-time customer information to ensure customers receive timely, accurate and actionable information during incidents, planned works and service disruption. • Work closely with operational control functions, operators and delivery teams to improve customer outcomes during disruption. • Establish escalation and assurance processes to maintain information quality during periods of operational pressure.

		• Lead continuous improvement activity based on lessons learned from disruption events.
4.	Use insight, performance data and customer feedback to drive continuous improvement	• Establish clear measures of Customer Travel Information performance and customer impact and develop reporting frameworks and executive-level performance reporting. • Use customer insight & operational performance data to identify improvement opportunities. • Ensure information-related complaints and feedback are translated into improvement activity. • Balance competing priorities and make evidence-based decisions to maximise customer and organisational benefit.
5.	Build and lead a high-performing Customer Travel Information leadership and delivery team	• Provide clear, visible leadership for direct reporting line • Build a culture focused on accountability, continuous improvement and customer outcomes. • Identify industry best practice and promote innovation across the team. • Ensure effective performance management, talent development and succession planning. • Create an environment where colleagues feel empowered and supported to deliver excellent customer information services.
6.	Ensure operational readiness, resilience and risk management	• Ensure Customer Travel Information services are resilient and prepared for disruption, change and network growth. • Work with stakeholders across the business to ensure risk management relating to customer information delivery. • Ensure compliance with relevant legislation, policies and standards. • Maintain appropriate contingency plans, escalation frameworks and assurance controls. • Ensure information systems and processes are fit for purpose and support business continuity.
7.	Influence senior stakeholders and shape organisational decision-making	• Provide expert advice to senior leaders on customer information strategy, performance and investment requirements.

		• Write high-quality, evidence-backed proposals and reports. • Represent Customer Travel Information at senior forums and external stakeholder meetings. • Work closely with Customer Care and Customer Experience & Insight teams to deliver joined-up customer outcomes. • Influence prioritisation of activity where customer understanding, confidence or operational performance are most at risk.
8.	Build effective relationships across the organisation and externally	• Build strong partnerships across modal teams, commercial, IS and Projects teams to enable efficient and effective working. • Develop productive relationships with operators, suppliers and industry partners. • Represent TfGM in industry forums and collaborate with external organisations to identify best practice. • Ensure customer information requirements are embedded within wider organisational delivery programmes. • Support wider organisational objectives through collaborative working and stakeholder engagement
9.	Budget management and value for money	• Own the Customer Travel Information budget, ensuring resources are aligned to priorities and customer outcomes. • Deliver services within agreed budgets while improving performance and customer experience. • Support investment cases, benefits realisation and zero-based budgeting activity. • Identify opportunities to improve efficiency, effectiveness and value for money. • Ensure all investments deliver measurable benefits
10.	Any other duties as required	• Act as an influential member of the Customer & Growth senior leadership team • Provide cover for the Head of Customer 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 Travel Information activities align with TfGM's strategic priorities, risk appetite and compliance requirements	• TfGM Safety Management System (particularly SMS 201 Roles and Responsibilities) • Bus Operator contractual management • Dignity at Work policy • Information assurance and security 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 & Growth Director • Head of Customer • Chief Network Officer • Customer Care • Customer Experience & Insight • TfGM IS • TfGM Growth • TfGM Fares & Ticketing • TfGM CDS • TfGM Metrolink • TfGM Bus • TfGM Rail • TfGM Active Travel • Operational Control Centre • Operators suppliers and technology partners
Direct reports	Team of 21 FTE
Budgetary responsibility	• Accountable for Customer Travel Information budget. • Responsible for identifying efficiency opportunities and delivering value for money.
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG and other locations from time to time as determined by role

Office Use Only	Updated	Updated	Updated	Updated	Updated
Created by					
Fran Wilkinson					

Head of Travel Information <i>(Knowledge, skills and experience required at selection stage)</i>	
E	Essential Experience:
E1	Proven track record of developing and delivering customer information, communications, tech systems integration processes or service information strategies within a complex organisation
E2	Experience influencing senior stakeholders and driving cross-functional change.
E3	Strong leadership experience in operationally-critical information, communications, digital or customer-facing services
E4	Experience of working collaboratively with operational, digital, communications and technology teams to deliver customer outcomes
E5	Experience of presenting performance, risk and improvement plans at senior leadership level.
E6	Demonstrable experience of improving customer outcomes through information design, content strategy, accessibility and customer-centred decision making
E8	Experience of developing performance frameworks, KPIs and quality assurance processes to improve service delivery
E9	Strong technical understanding of data, systems and processes and experience of using data to drive improvements.
E10	Ability to interpret complex operational and customer data to identify issues, trends and improvement opportunities
E11	Excellent communication skills, with the ability to translate technical, operational or complex information into clear, customer-friendly messages
E12	Ability to motivate, inspire and develop teams in line with TfGM's values and behaviours.
E13	Experience of managing multiple priorities, competing demands and significant senior stakeholder pressure.
E14	Proven experience of effective supplier contract management
E15	Proven experience of significant scale budget management
D	Desirable experience:
D1	Experience within the transport, travel, infrastructure or public service sectors.
D2	Experience of Local Authority and Central Government decision making procedures, including political awareness
D3	Experience of delivering or managing real-time information systems, customer-facing digital products or operational information platforms
D4	Experience of leading customer information during periods of disruption, change, incident response or operational challenge
EQ	Essential Qualifications – Technical, Vocational or educational:
EQ1	Educated to degree level or equivalent lived experience
DQ	Desirable Qualifications – Technical, Vocational or educational:
DQ1	Qualification in communications, marketing, customer experience, information management, digital product management, transport planning or a related discipline
DQ2	Professional accreditation or training in accessibility, service design, project management or change management
EA	Essential Attributes:
EA1	DELIVER - Guides actions ensuring commitments are met and outcomes achieved.
EA2	ADAPT - Encourages flexibility and responsiveness to changing needs.
EA3	CARE - Promotes supportive, considerate behaviours aligned with culture.

EA4	Able to inspire, motivate and develop a high-performing team
EA5	Able to manage performance, behaviours and accountability effectively
EA6	Ability to work collaboratively across organisational boundaries and build trusted relationships
EA7	Confident in challenging constructively, identifying issues and driving solutions
EA8	Strategic thinker with a strong customer focus and commitment to continuous improvement.
EA9	Calm, resilient and decisive under pressure, particularly during incidents or disruption.
EA10	Personal behaviour that is in line with TfGM's values and behaviours
EA11	Strong attention to detail and commitment to accuracy and quality
EA12	Punctual and attentive
EA13	Pride in consistently delivering work to required standards