

Role Profile

Role:	Ticketing and Retail Operations Analyst
Directorate:	Customer - Ticketing
Salary Band:	Band 7
Post reference:	TK35
Job Evaluation Date:	16.09.2026
Role statement of purpose:	The Operations Analyst plays a key role in maintaining end-to-end ticketing solutions that meet customers' needs. The role provides second-line support to Customer Services as a subject matter expert in ticketing solutions and processes.
Reports to:	Ticketing Operations

	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.	Provides input to customer and technical incidents ensuring resolution that maintains high-quality services	- Investigates and triage into high-profile revenue critical ticketing systems issues; - Manages operational workload ensuring that time sensitive systems incident investigations are investigated for resolution; - Supports internal and external 3rd line support partners to ensure timely resolution of incidents; - Fosters constructive relationships with Customer Services teams, other end-users and the wider ticketing team; - Identifies and updates processes to support the service continuity during period of disruption caused by service incidents and problems; - Helps develop creative approaches to managing service disruptions with workarounds and business processes that maintain a positive customer experience; - Understands complex retail, ticketing and payment data and interrogates in order to identify possible issues and establish

		processes for automated alerting to stakeholders and resolvers.
2.	Contributes to reporting and analytics that support Ticketing operations, providing insights to improve customers' experience of TfGM's products and services and support operational efficiency.	▪ Works with complex data sources and concepts to proactively develop analytics including reports, visualisations and dashboards that give insights that provide in the ability to improve TfGM's products and services; ▪ Elicits user needs for insights into performance of ticketing channels; ▪ Prepares, produces and issues ad-hoc and regular reports; ▪ Develops and maintains a comprehensive suite of operational reporting in support of ticketing; ▪ Provides time sensitive reports and analytics for stakeholders in retail and ticketing including TfGM's senior leadership team including to tight deadlines to support decision making.
3.	Assists with the Management of ticketing assets to ensure availability of on stop infrastructure	▪ Elicits user needs and establishes processes for the monitoring of the status of ticketing assets and equipment; ▪ Using influencing and engagement skills embeds processes with stakeholder groups including 3rd party suppliers and operators; ▪ Identifies service incidents and addresses with internal and 3rd party partners; ▪ Administers processes for ensuring that systems assets are kept up to date maintaining availability.
4.	Proactively looks to improve business processes to provide customer and user focussed ticketing products and services.	▪ Analyses user needs to ensure that ticketing business process are efficient, leverage technology and focussed on positive customer outcomes; ▪ Develops and documents new processes and procedures for the organisation to a high standard such that they can accepted by stakeholders and integrated into ways of working; ▪ Contributes to the development of new processes and procedures that support the delivery of new ticketing services eliciting user needs from senior and end-user stakeholders;

		Support stakeholders in the embedding of new business process and procedures.
5.	Supports end-user training so users can confidently help customers use ticketing systems.	- Contributes to developing and maintaining training material to support end-users; - Provides Subject Matter Expertise in support of end-users and Ticketing team; - Provides documentation and knowledge base material that provides a resource users and operational 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 you comply with all applicable organisational legislation and policy:	- Bus Operator contractual management - Dignity at Work policy - Information assurance and security in line with Cabinet Office requirements - Risk management - PCI DSS - GDPR - TfGM policies and procedures - Equality and diversity legislation - TfGM Vision & Values - Act in accordance with TfGM's behaviours and competencies - Transport Acts 1985, 2000 and 2008
C2	Any other reasonable duties as required from time to time	The post holder is representative of the Ticketing team and is expected to: - Always conduct themselves in a professional manner and with due courtesy. Be flexible within the workplace and adapt to meeting the requirements of service, specifically within this role, by providing cover for extended service hours. - Out of hours support will be required from time to time

Key Interdependencies	
Key Contacts	Head of Ticketing, Product Lead, Delivery Managers, Ticketing Systems suppliers, transport operators, Ticketing Operations team, finance.
Direct reports	n/a

Budgetary responsibility	n/a
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG

Office Use Only	Updated	Updated	Updated	Updated	Updated
Created					
By:	Helen Humble	Vicky Read Sept 2026			
HR verification:					
Ian Elwers, December 2020					

Person Specification

	Ticketing Business Change Lead <i>(Knowledge, skills and experience required at selection stage)</i>
E	Essential Experience:
E1	Experience of providing user support for customer facing systems and services.
E2	Experience in developing and administering operational business processes
E3	Experience of providing analysis and reports on operational systems.
E4	Experience in providing 2 nd line customer support
E5	Experience in the use of Excel for data manipulation and reporting
E6	Working under pressure with tight deadlines for critical tasks
E9	Experience of Security, PCI DSS and GDPR regulations in the context of Ticketing systems and processes.
E10	Experience of Tableau, Power BI, Google analytics or similar analytics tools, SQL queries
D	Desirable experience:
D1	Experience of working with transport ticketing systems
EQ	Essential Qualifications – Technical, Vocational or educational:
EQ1	ITIL Practitioner
EQ2	A level or equivalent experience
DQ	Desirable Qualifications – Technical, Vocational or educational:
DQ1	Transport related qualification or professional membership
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	Relationships built on trust
EA5	Encourages and motivates others
EA6	Develops people and team
EA7	Acts as an example to others
EA8	Customer orientation
EA9	Solution and decision focused
EA10	Understands significance of bus market in Greater Manchester
EA11	Positive about transport, public services and ticketing
EA12	Resilient and self-motivated
EA13	Commercial focus
EA14	Excellent Communication skills with the ability to work collaboratively