

Transport Services Director (1/2)



Purpose of the role: To deliver a consistent, efficient and inclusive transport operation in West Yorkshire, enabling more people to use accessible, sustainable transport with a focus on affordable travel for all.

Key accountabilities

Key Functional Accountabilities:

- Provides leadership to Transport Services teams (encompassing Passenger Experience Services, Mobility Services and Customer Facilities).
- Oversees and leads the development of service implementation plans for appropriate service areas (customer facing services, public transport facilities, public transport services, smart ticketing, sustainable travel and information provision).
- Leads the management of Transport Customer Services & Passenger Experience (concessionary fares & prepaid tickets, MCard, bus station retail, Metroline, timetables etc.)
- Oversees the management of the WY tendered bus service system, Access Bus and schools services to maximise contributions to transport outcomes within available funds
- Oversees operational transport facility management, such as bus stations facilities, bus stops.
- Develops and improves strong customer support services such as contact centres, website and online services, enquiries.
- Oversees delivery of the Bus Service Improvement Plan
- Oversees the development of bus contract management and bus network management capabilities in the Combined Authority in preparation for the roll-out of the West Yorkshire Bus Franchising Plan.
- Champions and integrates Equality, Diversity and Inclusion in every aspect of the role.
- Ensures regular performance reporting and oversees evaluation and continuous improvement.
- Drives compliance with regulatory and statutory obligations for all transport operations and address safety concerns and customer complaints.

Financial Accountabilities:

- Senior Responsible Officer for all Transport Services budgets; responsible for budget allocation and prioritisation (within tolerances set by Combined Authority-wide processes).
- Oversees all Transport Services major contract management, performance & financial management.

People Management Accountabilities:

- Provides leadership to the Directorate, role modelling and championing Combined Authority values and behaviours.
- Creates an operating environment for success across all Directorate teams.
- Coaches and mentors internal leaders to ensure they feel empowered and have the capabilities to deliver on strategic objectives.
- Identifies and develops future talent in accordance with the Combined Authority's talent and succession management plans.

Board Accountabilities:

- Sits on appropriate Committees & Boards as part of the Combined Authority annual Corporate Governance cycle (as defined in terms of reference).
- Sits on internal governance meetings, representing the Directorate and deputising for the Executive Director as required.

Role Specific Experience / Qualifications

- Knowledge and experience of working in the transport sector.
- Customer service accreditation or equivalent professional experience.
- Commercial knowledge and experience.
- Experience of delivering inclusive transport operations.

Decision rights

Own:

- Translation of Combined Authority strategic priorities to Directorate delivery plans.
- Key priorities / business plan for Directorate, in line with Combined Authority strategy.
- Risk appetite for Directorate.
- Resource prioritisation and deployment for Directorate (within budget).
- Decision making boundaries for Directorate.
- Directorate budget(s) allocation & execution (within bounds of tolerances / Combined Authority procedures)

Influence:

- Resource prioritisation and deployment across Transport Executive
- Risk tolerance for Transport Executive
- Decision making boundaries for Transport Executive (including issue resolution)
- Transport budget allocation & execution (within bounds of tolerances / Combined Authority procedures)
- Transport governance (internal & corporate)

Performance measurements

- Financial performance against budget / ROI.
- People management (engagement survey, retention stats, vacancies etc.)
- Operational measures (KPIs / SLAs) achieved across Directorate
- Performance against plan for Directorate.
- Public confidence & satisfaction (e.g. satisfaction surveys, customer services call logs etc.)
- Member / partner confidence & satisfaction.
- Continuous improvement metrics.

Transport Services Director (2/2)

Purpose of the role: To deliver a consistent, efficient and inclusive transport operation in West Yorkshire, enabling more people to use accessible, sustainable transport with a focus on affordable travel for all.

Requirements of the Role

People Management

- Lead partnership working across the organisation and externally. Integrate the work of the function to the wider organisation and develop strategies to enable the function to support the achievement of the Combined Authority's vision.
- Provide clear direction to your team/s, via your direct reports, developing, motivating and rewarding them appropriately in line with our values and behaviours.
- Create and demonstrate a strong performance management culture, ensuring that people are accountable for the delivery of outcomes and outputs.
- Create the right working environment for your team, with a solid ethic of achievement of our vision, utilising the Combined Authority's policies and procedures.
- Ensure appropriate communication channels are in place and effective between you and your direct reports.
- Champion the values and behaviours of the organisation to achieve outstanding results and have public accountability and transparency.

Technical Duties:

- Accountable for developing and delivering on KPIs for the directorate, linked to the organisation's objectives, vision and business plan, including ensuring that outputs are on time, to budget and of high quality. Advise or take remedial action where necessary.
- Ensure your function has the right procedures in place to achieve your strategic objectives, developing and amending processes as required.
- Forward plan the workload of the function, thinking through potential contributions, identifying appropriate solutions and acting accordingly.
- Lead by example on health & safety matters, ensuring compliance with the Combined Authority's health and safety policy.

Financial:

- Accountable, with other members of the leadership team, for taking a strategic overview of the organisation's finances and ensuring that these are well controlled.
- Direct the organisation's resources to secure and manage funding streams that fit with the organisations vision and business plan.

Impact and Influence

- Form and maintain effective senior level working relationships with Members, Government, and partner organisations.
- Use highly developed communication skills to lead, influence and challenge to ensure that the best interests of the Combined Authority are represented.
- Manage communication challenges effectively in a dynamic and politically pressured environment.

Requirements of the Person

Knowledge:

- Educated or experienced to masters degree/ postgraduate professional qualification level.
- Understanding of business organisation and management gained through comprehensive experience in the field.
- Experience of leading and managing key support services and effecting business change.

Technical:

- Strong negotiation skills.
- Highly developed communication skills with the proven ability to strongly lead, influence and challenge.

Financial:

- Demonstrable experience of successfully managing large scale budgets.
- Experience identifying and acquiring appropriate funding streams.

Impact and Influence:

- Comprehensive experience of leading, negotiating and influencing stakeholders.
- Experienced in forming effective senior level working relationships with Members, Government and partner organisations.
- Comprehensive experience of providing leadership in a complex public-private sector partnership context.

Please note this role is politically restricted and subject to police vetting in line with all of our other Director roles.

Interactions

Other key external relationships, inc

- Industry Bodies and Networks
- Local Authority Partners
- Strategic Transport Bodies
- Transport Operators

Executive Director Transport



Transport Services Director

Other key internal relationships, inc

- Transport Directors
- Other WYCA Directors
- Corporate Centre Functions
- The Mayor & Mayoral Office