

ROLE DESCRIPTION

Job Title	Head of Partnerships and Growth
Salary Band	SCP 61-63
Reporting to	Director of Transport
Directorate	Place
Service Area and sub area	Transport
Political Restriction	This post is politically restricted

<p>1. Primary Purpose of the Post</p> <ul style="list-style-type: none"> • Support the Director of Transport in delivering LCRCA's vision of an integrated transport network which is safe, affordable and accessible and in line with our economic, environmental and social inclusion goals. • To lead and manage the commercial development of the network in a way that optimises revenue growth and commercial income streams that can be re-invested in the network. • To drive stakeholder engagement and partnership working with other public authorities, consumer groups, transport operators, communities, third sector and businesses across the city region. • To identify and support initiatives within the freight and logistics sector to boost efficiency and sustainability. • To set new standards of accessibility and inclusivity, ensuring that the future development of networks and services are informed by these principles. • To champion customer standards and information across the public transport network, acting on insight and data to drive improvements. • Be a proactive, collaborative member of the LCRCA Senior Leadership Team.
<p>2. Your responsibilities</p> <ul style="list-style-type: none"> • Develop and maximise opportunities for commercialising the transport network, particularly with regard to sponsorship and advertising revenues. • Work with transport operators to develop networks and fares initiatives that help boost patronage and modal shift.



- Provide input to all significant new policies and schemes to ensure these are developed in a way that maximise commercial opportunities and passenger/revenue growth.
- Champion network accessibility and tackle social exclusion through extensive community engagement, promoting accessibility and inclusivity across schemes and influencing future concessionary travel approaches.
- Oversee the Travelsafe partnership to maintain a safe and secure transport environment for customers and staff while improving the overall customer experience across the LCR transport network.
- Lead short to medium term improvement schemes that develop and enhance the city region's rail and bus networks to ensure that accessibility and inclusivity of services and facilities undergoes continuous improvement.
- Utilise customer surveys and insights to ensure the ongoing development and enhancement of the customer experience across the city region's rail and bus networks.
- Bring the network to life through new and innovative approaches to customer information, network graphics and mapping.
- Working with the Communications and Marketing teams to oversee effective deployment of the Transport network brand architecture, delivering on opportunities for cross promotion and increasing brand identity and awareness leading to increased use of the network.
- Working with Government Relations team to develop and maintain effective relationships and engagement strategies with all stakeholders including key industry bodies and partners (e.g. DfT, Traffic Commissioners, Confederation of Passenger Transport, Urban Transport Group, Great British Railways Transition Team, Transport for the North) to influence behaviours and outcomes and to ensure the City Region's best interests are represented.
- Liaise with the freight and logistics sector, as well as the wider business community, to develop initiatives that boost connectivity, productivity and sustainability.
- Ensure that appropriate involvement and engagement takes place with key customers, stakeholders and communities and that Transport functions participate in and effectively influence relevant consultations.
- Represent the interests of the City Region in developing and securing rail and bus services that serve the needs of the city region, its passengers and needs.

3. General Senior Leadership Responsibilities

- Effective leadership and management of staff within a Service/group of functions encouraging a continuous improvement ethos to develop outstanding services/functions, where VFM (value for money) is delivered and where innovation can flourish.



- Foster a positive working and learning environment, ensuring effective team leadership which champions and encourages display of organisational behaviours and fosters good working relationships.
- Ensure effective performance management, actively engaging with Combined Authority's performance management framework, delivering all personal and Service performance targets as agreed, managing identified risks, and contributing to the management of Directorate and Corporate risks.
- Demonstrate the Combined Authority's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken; promoting full consideration of equality impacts of decisions on all Protected Characteristics. Advance non-discriminatory practices in all aspects of work undertaken
- Share and communicate a clear understanding of the Combined Authority priorities across the Directorate
- Ensure compliance with legislation and Combined Authority policies and procedures in relation to governance including supporting the scrutiny process and the completion of the annual governance statement
- Comply with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority
- Display organisational behaviours of LCR First, Respect and Action Focus encouraging others to do likewise and role model the leadership expectations outlined in the Combined Authority Leadership Charter to inspire and empower the wider Combined Authority team
- Establish effective relationships and collaboration with constituent local authorities/bodies to support long term ambition and delivery of the Combined Authority Corporate plan
- Ensure the development, provision and analysis of high-quality management information and documentation that is timely, accurate and meaningful.
- Embed a culture that places customers first, adopts a can-do approach and focuses on communities and working locally
- Work with public and other relevant bodies to support LCR's communities, through services and activities which address local concerns and foster social capital and resilient communities
- Promote the work of the Combined Authority and LCR locally and nationally, championing local decision making and 'Devolution by Default'
- Be responsible for the wellbeing and health and safety of staff in line with organisational policies and guidance around attendance at work and health and safety



- Ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.

5. Recruitment Plan

Competency Based Interview
Psychometric Testing
Assessment

Key words:

Terms candidates may search to find this job online

Head of Partnerships and Growth

PERSON SPECIFICATION

Job Title: Head of Partnerships and Growth

Qualifications and Training	E = Essential D = Desirable
A relevant degree, qualifications and/or significant relevant Transport experience; and membership of (or eligibility to join) a recognised, relevant professional body	E
Evidence and commitment to continuous personal and professional development	D

Experience and knowledge	E = Essential D = Desirable
Significant relevant and related experience at an Executive or Senior leadership team level in a commercial discipline	E
Extensive experience of working within a political environment including advising and briefing politicians	E
Significant, demonstrable experience in a senior leadership role in transport and/or logistics with responsibility for revenue management or income generation	E
Evidence of identifying opportunities for growth, and developing strategies to drive revenue and profitability	E
Proven record of developing and utilising links with Stakeholders/Partners at a senior level, including establishment of partnerships or Joint Ventures	E
Experience of using financial and commercial awareness	D
Ability to analyse complex information to deliver objectives	D

Skills and abilities	E = Essential D = Desirable
Strong commercial aptitude including understanding the political and economic issues facing the LCR and commercial priorities for the delivery of the LCRCA objectives	E



Ability to lead, inspire and motivate others within a culture of proactive service delivery and continuous improvement	E
Highly developed influencing and persuasion skills with a determination to deliver	E
Ability to develop and maintain effective working relationships with integrity, credibility and influence with national and local politicians, civil servants, officers, and other key stakeholders	E
Able to deliver and lead others, prioritising competing demands to meet deadlines	E
Positive, flexible responsive, dynamic and creative approach to problem solving, encouraging ideas from across teams, working around constraints and challenges to translate ideas into practice	E
Highly developed written and oral presentation skills with ability to present complex ideas in a clear and comprehensible way. Significant experience of presenting to Board or Executive team level	E
Highly developed stakeholder management skills	E
Ability to negotiate, influence and give advice to politicians, senior managers and partner organisations	E

Personal Attributes and Commitments	E = Essential D = Desirable
An understanding of and a personal commitment to the Vision and aims of LCR Combined Authority	E
A commitment to providing a high-quality customer service and ensuring service standards are met	E
Commitment to and understanding of equal opportunities, diversity and inclusion	E
Flexible approach to working hours and willingness to work flexibly as and when required	E
Evidence of quality time management and organisational skills	E
Ability to attend meetings across and outside the City Region	E
Knowledge of the key issues facing a City Region	D



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION