

## Role Profile

**Role:** Senior Service Account Manager

**Directorate:** Bus Services

**Salary Band:** 9

**Post reference:** BR61

**Job Evaluation Date:** 14.04.2015

**Role statement of purpose:** To manage the relationship with providers of road based public transport services to achieve agreed standards delivered through both commercial and contractual arrangements.

To manage and promote the organisation's capability to improve and enhance bus network performance using intelligence for the ultimate benefit to passengers including the management of commercial and service delivery monitoring and actions.

**Reports to:** Bus Network Performance Manager

	<b>Key Role Outputs(KROs)</b> <i>these set out what must be achieved for the post holder to be successful in the role</i>	<b>Key Actions</b> <i>These set out how the KROs will be achieved – the activities required.</i>
1.	People Management and Leadership	<ul style="list-style-type: none"> <li>Lives by the vision and values of TfGM demonstrating clear leadership and providing a role model to staff across the organisation.</li> <li>Applies the staff appraisal process ensuring that SMART objectives and performance development plans are in place for all relevant staff in the Network Performance team in line with the annual performance management calendar.</li> <li>Creates positive working relationships with all appropriate departments internal to the organisation and all external stakeholders.</li> </ul>
2.	Successfully manages and develops relationships with internal and external stakeholders	<ul style="list-style-type: none"> <li>Develops, maintains and enhances relationships with all internal and external stakeholders</li> <li>Manages protocol for monitoring and managing performance of service providers, including identification of trigger points for intervention.</li> <li>Manage the relationship with service providers to achieve agreed standards of service delivered</li> </ul>

		<p>through contractual, commercial or partnership arrangements.</p> <ul style="list-style-type: none"> <li>• Uses evidence based approach to work with Operators to improve service performance, setting targets and remedial action plans as necessary.</li> <li>• Agree specifications and service levels against which to procure and manage contract and partnership performance.</li> </ul>
3.	Managed contracts and defined processes for service contract payment	<ul style="list-style-type: none"> <li>• Specify, implement and manage effective conditions of contract and performance/incentive regime to seek value for money and incentivise progressive improvements and greater levels of consistency in service performance.</li> <li>• Ensure that the Department manage contracts in a consistent and transparent manner, seeking to develop stronger, positive supplier relationships.</li> <li>• Assesses payments to, and deductions from, Operators utilising PRMS/AVL, lost mileage returns, ETM data, other contract compliance monitoring and revenue returns for resource contracts.</li> <li>• Where any disputes should arise, ensure resolution through established protocols.</li> </ul>
4.	Network and service level performance measured and evaluated by defined criteria and reported in line with requirements	<ul style="list-style-type: none"> <li>• Effective use of network intelligence to monitor and evaluate performance of the bus/road-based public transport, seeking consensus on approach from internal and external stakeholders.</li> <li>• Manages methodology and measures for monitoring the performance of subsidised and commercial services.</li> <li>• Develops and manages analysis to deliver key performance indicators to strict deadlines.</li> <li>• Demonstrates an ability to identify patronage and revenue trends on contracted services and manage and implement action plans accordingly.</li> </ul>
5.	Production of analysis to inform service improvements	<ul style="list-style-type: none"> <li>• Manages and develops network intelligence to aid business decision making to inform operational decisions, subsidised service planning and infrastructure investment.</li> </ul>
6.	Managed Risks relating to Contractual and Partnership responsibilities	<ul style="list-style-type: none"> <li>• Manage alignment of TfGM and operators risk registers according to contractual / partnership agreements</li> <li>• Manage identified risks associated with the subsidised contracts / Commercial operation / Bus partnership Agreements / District actions in line with TfGM contractual / partnership responsibilities.</li> </ul>

7.	Provide reports and input into policy development and enable value for money delivery	<ul style="list-style-type: none"> <li>Report on service performance to TfGMC and other key stakeholders to provide visibility and enable development that demonstrates value for money.</li> <li>Manage internal, local and national indicator reporting requirements to defined deadlines.</li> <li>Support the development of processes and policies and lead on implementation in preparation for a reformed bus market in GM.</li> </ul>
8.	Managed budgets and identified external funding opportunities	<ul style="list-style-type: none"> <li>Consistently manages financial budgets, taking appropriate action when variances arise and identifying opportunities and taking action to increase efficiency.</li> <li>Identifies opportunities to reduce cost, identify more efficient ways of working and seeks external funding or contributions to reduce the financial burden on TfGM.</li> </ul>
<b>Compulsory Outputs (COs)</b> <i>these set out what must be achieved for the post holder to be successful in the role</i>		
<b>Key Actions</b> <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:	<ul style="list-style-type: none"> <li>TfGM Safety Management System (In particular section SMS 201 Roles and Responsibilities)</li> <li>Bus Operator contractual management</li> <li>Dignity at Work policy;</li> <li>Information assurance and security in line with Cabinet Office requirements;</li> <li>Risk management</li> <li>TfGM policies and procedures</li> <li>Equality and diversity legislation</li> <li>TfGM Vision &amp; Values</li> <li>Act in accordance with TfGMs behaviors and competencies</li> </ul>
C2	Any other reasonable duties as required from time to time	

## Key Interdependencies

### Key Contacts

Head of Bus Services  
 Bus Partnerships Delivery Manager  
 Head of Services and Commercial Development (Bus)  
 Bus Station Senior Duty Managers  
 Metrolink, Finance, Procurement and other key internal departments

	<p>as appropriate.</p> <p>Managing Directors, Operations Directors &amp; Senior Managers of Bus Operating Companies.</p> <p>Chair and Executive Committee Members of OneBus</p> <p>Elected Members, Chair &amp; Vice Chair TfGMC, Chair of TfGMC Bus Network Committee</p> <p>Senior Industry Contacts - e.g. Traffic Commissioner, Passenger Focus, Confederation of Passenger Transport</p>
<b>Direct reports</b>	<p>Service Account Managers x3</p> <p>Network Intelligence Officer</p>
<b>Budgetary responsibility</b>	Up to £2m revenue budget
<b>Location</b>	TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG

<b>Office Use Only</b>	<b>Updated</b>	<b>Updated</b>	<b>Updated</b>	<b>Updated</b>	<b>Updated</b>
Created By: Martin Shier					
	Howard Hartley 13/02/14	Melanie Watson 01/02/15	Alison Chew 26/09/18	Martin Shier 05/02/19	Martin Shier 26/11/21

	<b>ROLE: Senior Service Account Manager</b> <i>(Knowledge, skills and experience required at selection stage)</i>
<b>E</b>	<b>Essential Experience:</b>
E1	Proven track record as a manager and effective leader in a complex organisation
E2	Ability to competently display management experience, in the areas of performance management, communication and delivering results.
E3	Comprehensive experience in the public sector, including the ability to develop Member relationships and experience in the relevant processes, constraints and statutory duties
E4	Significant experience of managing multiple internal and external senior stakeholder relationships with the ability to deal with issues sensitively, negotiate improvements and build strong positive relationships
E5	Experience of managing contracts and developing supplier relationships
E6	Proven experience of managing and influencing diverse teams of internal and external specialists
E7	Experience of proactively managing potential problems and devise strategies to overcome obstacles to delivery
E8	Strong analytical skills and proven ability to articulate options clearly, taking account of differing stakeholders requirements
E9	Ability to demonstrate commercial acumen and to identify and implement appropriate action plans.
E10	Demonstrable experience in writing and presenting complex policy and technical reports, adapting as appropriate to meet the requirements of the audience
E11	Ability to manage a budget, maximising external funding opportunities and effectively applying commercial acumen, business and management processes
<b>D</b>	<b>Desirable experience:</b>
D1	Experience of working in public transport, on service performance and customer focused areas
D2	Proven competency at a high-level in analytical and numerical work
D3	Experience of developing Key Performance Indicators
<b>EQ</b>	<b>Essential Qualifications – Technical, Vocational or educational:</b>
EQ1	Educated to degree level or equivalent
<b>DQ</b>	<b>Desirable Qualifications – Technical, Vocational or educational:</b>
DQ1	Evidence of continuous professional development
DQ2	Chartered Membership of relevant professional body eg CILT, IHT, ICE
<b>EA</b>	<b>Essential Attributes:</b>
EA1	A clear understanding of TfGM's stated values and behaviours and the ability to apply those behaviours when working with and managing others.
EA2	A clear understanding of the statutory, policy and contractual requirements applicable to the post holder's areas of operation. The ability to implement methods of monitoring compliance and to take appropriate action when non-compliance occurs
EA3	The ability to identify the team's work priorities in the context of departmental or section priorities and the ability to support staff in the achievement of challenging objectives. A clear commitment to staff development.
EA4	An appreciation of the financial basis of both the department's and TfGM's operations, coupled with an ability to propose realistic budgets to support operational priorities.

	The ability to use financial and budgetary information to track progress and to take appropriate action when variances arise.
EA5	The ability to work with, motivate and influence others, both within and outside of TfGM, in order to meet operational objectives. A clear focus on meeting the needs of customers and / or clients.
EA6	The ability to identify obstacles to individual and team performance and to agree actions to overcome those obstacles, involving others as appropriate