

Our Purpose

Working together to secure a thriving future for our railway and for the communities we serve

Your Role: Head of Business Strategy (Executive Lead)

Your Purpose

In this role you will provide inspirational leadership and set the direction of travel for South Eastern Railway, over the next five years and beyond. You will turn ideas into strategy, strategy into momentum and momentum into meaningful change.

This role isn't about annual business plans and tracking budget lines, it's about shaping a long-term strategy that inspires every part of the business, from boardroom to track and platform.

It's a high profile, high impact role that brings clear, evidence-based recommendations to the Executive Team, guiding South Eastern Railway toward a unified, forward-looking business strategy that balances operational performance, commercial success and customer value.

Your Talent's

- ✓ **You dare to Lead** - Inspiring senior visionary leadership is what you do best
- ✓ **You navigate senior buy-in** (From Exec, to Senior DFT officials, you can navigate ways of working, lead government relations and get buy-in and sign off)
- ✓ **You understand the commercials** – You have strong commerciality and fully understand the business impact
- ✓ **You are a strategic thinker** – You enable best possible outcomes & secure funding for the business to thrive
- ✓ **You have knowledge of Track, Train or both** – Desirable



Your Responsibilities & Accountabilities

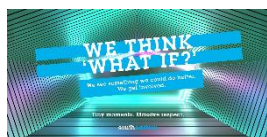
- ✓ Provide inspirational leadership to your business strategy team.
- ✓ Grasp the commercial dynamics of long-term planning, ticketing and sales, ensuring strategy aligns with revenue growth, performance and customer demand.
- ✓ Turn complexity into clarity and guide senior leaders to think about the big picture and beyond the next budget cycle.
- ✓ Build strong and credible relationships across all functions, ensuring the right conversations drive alignment and informed decision-making.
- ✓ Create a long-term plan for an integrated South Eastern Railway which enables best outcomes (and lock ins) fixed plans for rolling stock, fixed assets and long-term train service development.
- ✓ Own senior government relations and work collaboratively with the Exec team to secure buy-in to deliver strategic outcomes & secure funding sources external to industry, to support delivery of long-term strategy.
- ✓ Provide strong project management skills to ensure all the parts of the strategy are delivered.

What we trust you to do – (Authority to Act)

- ✓ Challenge, provoke thought and lead change across the organisation always thinking, what if, taking ownership of the business strategy.
- ✓ Influence without authority, guiding senior leaders and teams to think beyond today's challenges.

The way we work (our ways of working)

- ✓ **We think what if**
We see something we could do better. We get involved.
- ✓ **We show we care**
We look out for people. We do what we can to help.
- ✓ **We make great things happen**
We take on a task. We get it done.



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Approved by Paul Barlow, Finance Director

