

Our Purpose

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

Your Role: Customer Experience Director

Your Purpose

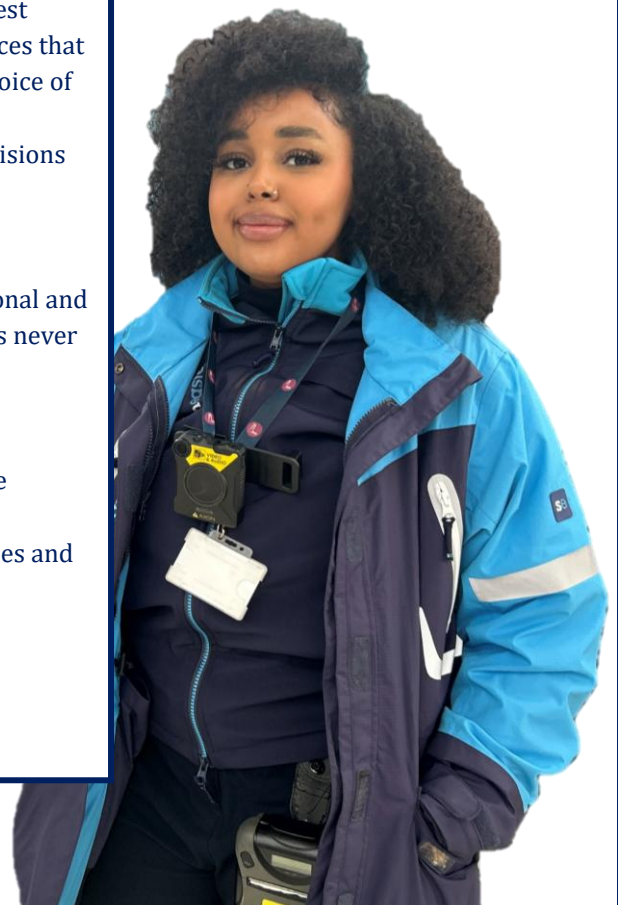
In this role you lead a progressive Customer Experience strategy, that enables South Eastern Railway to deliver an outstanding service for our customers.

A key member of the Executive Team, you shape organisational strategy, drive customer satisfaction, advocacy, accessibility, ensuring customers' needs remain at the heart of your decision making.

You lead a large operational function, build strong partnerships across the industry and create a high performing culture that delivers exceptional outcomes for customers & stakeholders.

Your Talents / essential criteria

- ✓ **You Dare to Lead** - Inspiring leadership is what you do best
- ✓ **Customer obsessed** – You create strategies and experiences that drive customer advocacy and trust, you are the ultimate voice of the customer
- ✓ **Strategic thinker** You zoom out and understand how decisions will impact the business & our people
- ✓ **Extensive Operations Experience** – You have extensive experience leading large multi site teams
- ✓ **You drive performance** – You balance customer, operational and commercial priorities to achieve results, ensuring safety is never compromised
- ✓ **Have worked in a highly unionised environment**
- ✓ **You understand the commercials** – You have strong commerciality and understand how our people impact the bottom line
- ✓ **Have great knowledge** of industry standards, railway rules and regulations (desirable)
- ✓ **You have knowledge of Track, Train or both**



Your Responsibilities & Accountabilities

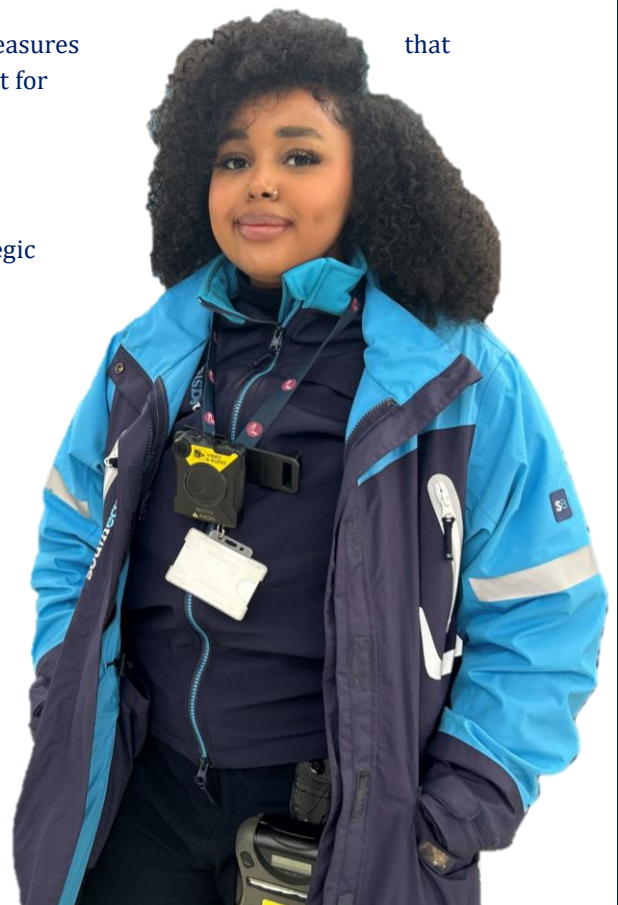
- ✓ Lead and inspire your Customer Experience senior leadership team, ensuring robust succession planning, talent development and colleague engagement.
- ✓ Lead a multidisciplinary senior leadership team spanning, Onboard & Revenue, Stations, facilities and customer experience strategy. Day-to-day operational excellence is paramount, such as keeping gatelines closed, ticket offices staffed and completed passenger assists.
- ✓ Be the senior voice of the customer for South Eastern Railway
- ✓ Play an active role in senior negotiations around pay and conditions of service, meeting the needs of the business
- ✓ Own and deliver South Eastern Railway's customer experience strategy, ensuring customer satisfaction, advocacy, accessibility and service quality targets are achieved.
- ✓ Understand customer insight into key business drivers and strategic challenges for South Eastern Railway, keeping an eye on both internal and external insights
- ✓ Champion innovation and change, with a relentless focus on customer experience and accessibility improvements
- ✓ Lead the safe, efficient and customer-focused operation of customer-facing services across the network.
- ✓ Lead teams to maximise strategic and bottom-line impact, providing coaching and challenge to help grow the senior leadership teams effectiveness
- ✓ Develop strategies that improve customer experience, accessibility, safety, security and service quality.
- ✓ Lead customer experience governance, ensuring compliance with regulatory, industry and operational standards, including accessibility.
- ✓ Build and maintain effective relationships with customers, industry partners, government bodies and key stakeholders.
- ✓ Partner across the organisation and wider rail industry to improve performance, safety and customer outcomes.
- ✓ Establish performance frameworks and accountability measures that drive operational excellence and continuous improvement for customer facing teams.

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

- ✓ Own South Eastern Railway's Customer Experience Strategic direction
- ✓ Manage your budget, within delegated financial authority
- ✓ Represent South Eastern Railway externally
- ✓ Respect the boundaries of authority statement

Our ways of working

- ✓ **We think "what if?"**
- ✓ **Listen, Learn, Improve.**
- ✓ **We show we care**
- ✓ **We make great things happen**
- ✓ **Keep it simple**





Boundaries of authority and responsibility statement

As an Executive member of South Eastern Railway, the Customer Experience Director will:

1. Demonstrate collaborative leadership by actively role modelling behaviours that promote shared purpose, mutual respect, and joint accountability across Southeastern Trains, Network Rail and the wider organisation.
2. Shape the future by playing a key role in defining and embedding the vision and strategic direction of the integrated railway, helping to create a unified culture that improves performance, reduces subsidy and puts customers first.
3. Lead the way in building strong, constructive partnerships with peers from both organisations, breaking down silos, encouraging transparency, and removing barriers to collaborative working.
4. Support the creation of a modern, inclusive and high-performing leadership culture that encourages innovation, learning, and bold thinking.
5. Lead with influence beyond formal structures. Recognise the importance of influencing across organisational boundaries, building trust and alignment through relationships as well as hierarchy.

Where appropriate, represent the South Eastern Railway externally, reinforcing our shared goals and credibility with key stakeholders.

Decision Making

The Customer Experience Director will not have decision-making authority over matters that are the sole responsibility of one employing organisation.

Financial Authority & Delegation

There is no change to existing financial delegations or budget ownership. Budgets remain entirely separate for each employing organisation.

The Customer Experience Director **does not have** authority to approve, commit, or authorise behalf of the other organisation under any circumstance.

spend on

Each entity retains full control and accountability for its own budgets, approvals, and governance. This arrangement ensures continued clarity, compliance, and financial integrity.



Date created 11/09/2026

Approved by Steve Foster