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| A | **Post Details** | | | |
|  | Job Title: | Information Delivery Manager | Function: | Service Delivery |
|  | Location: | Puddle Dock  Kent Integrated Control Centre (KICC) | Unique Post Number: |  |
|  | Reports To: | Head of Information Delivery | Grade: MG1 |  |
| B | **Purpose of the Job** | | | |
|  | Lead the KICC Information Delivery Team to ensure that the Customer Information System is being updated in line with agreed processes.  Ensure effective customer information is provided to passengers by means of the Southeastern website homepage, Customer Information System (CIS) equipment, Darwin, Social Media and any other information channels, particularly when there is disruption to the train service. Ensuring that all channels present information that is clear, consistent, correct & concise  Ensure that the provisions contained within the RDG / Network Rail Approved Code of Practice (ACoP) for the management of customer information, particularly in major incidents (CSL2) are adhered to.  Work closely with 3rd parties such as the National Rail Communication Centre (NRCC) and INRIX Media to ensure the information flow via these channels is effective, providing a single point of contact for them to raise issues relating to the provision of information  Lead the KICC Information Delivery Team to ensure that the Southeastern Twitter feed, WhatsApp, internal messaging systems (Teams) and other digital channels are monitored and operated in line with agreed procedures.  Monitor trending issues on Social Media and escalate any issues to the Head of Information Delivery or Communications / Marketing teams as necessary.  Liaise with the press office / on-call press officer in respect of any issues that could impact Southeastern’s reputation, including the production of apology or other posters where necessary  Act as a single point of contact for other departments within the business for any requests relating to passenger information  Provide effective line management for a group of KICC Information Delivery Team Members, including overseeing training and leading development using the PDR process. | | | |
| C | **Principal Accountabilities** | | | |
| C1  C2  C3  C4  C5  C6  C7  C8  C9  C10  C11  C12  C13  C14  C15  C16  C17  C18  C19  C20  C21  C22  C23  C24  C25  C26  C27 | Ensure that the Information Delivery Team Members are operating the CIS equipment correctly with speed, efficiency and accuracy, especially in times of service disruption and in line with defined processes  Manage the provision of live travel information across the Southeastern website, by publishing and updating disruption messages on Tyrell, and ensuring that Rainbow Board information is showing accurately on the website and on station screens.  Ensure that Digital Signage and NOIS screens at relevant stations are displaying accurate real-time information during disruption, and manage playlists at all stations across the Southeastern Network with relevant information for passengers.  Implement the Southeastern social media strategy as directed by the Head of Information Delivery  Ensure timely updates are made via Twitter (and any other Social Media channels as appropriate) ensuring that members of the team are responding to passengers in a timely, professional, empathetic and polite manner at all times  Ensure that all trains, particularly during disruption, are accounted for and information is being presented correctly via Darwin.  In times of disruption where a new timetable is to be implemented, ensure that this is entered into Darwin in a timely fashion after first liaising with the NRCC to understand if the timetable is to be uploaded to the Integrated Train Planning System (ITPS) under the “Day A for B” arrangements  Where disruption takes place in a location which affects other Train Operators in addition to Southeastern, monitor the respective websites to ensure that the overall passenger message is consistent – liaising with the relevant control(s) should any correction be necessary  Through the TyrellCheck application, monitor the CSL2 status of any TOC which operates in the Southeastern network area to ensure that suitable information is provided to passengers at our managed stations.  Communicate with Hub Stations to ensure that trains are accurately advertised and that they are being provided with a sufficient level of information  Oversee the management of the fault database to ensure that all reported faults are being investigated and regular updates are chased in order to ensure the timely resolution of faults on customer information channels across our stations.  Respond to any inbound requests for real-time passenger assistance, liaising with train crew and stations as required to ensure required assistance is provided in a timely fashion.  During disruption, liaise with the National Rail Communication Centre (NRCC) to ensure that the information being provided to passengers via the National Rail Enquiries site is consistent with the Southeastern message  Monitor information being provided by INRIX Media and any other external organisation as directed, to ensure that information being provided is accurate. Reporting any errors identified directly to the organisation(s) concerned  Ensure all necessary information related to on-duty actions are added to appropriate logs.  Ensure all relevant activity on duty is recorded and handed to the next team on duty clearly and correctly.  Lead the coaching, development and briefing of your team by carrying out their Performance Reviews and regular one 121s to ensure objectives in line with Southeastern and KICC objectives are in place and are being met. Also ensuring that any changes in process and procedures are clearly understood by the team.  Oversee the training of any new Information Delivery Team Members, and assist in the training of any new Information Delivery Managers as requested by the Head of Information Delivery  Ensure all required paperwork for HR purposes is completed within necessary timescales and accurately recorded for documentation purposes.  Manage the process to ensure that information about upcoming engineering work on the Southeastern network is presented accurately on CIS, including at stations not directly managed by Southeastern and both the Southeastern and National Rail Enquiries websites, as well as the online journey planners. Also ensure that engineering work affecting other train companies that operate within our network area is also represented accurately at Southeastern managed stations  Respond to any queries received from the Customer Services team and act as the liaison point for any issues relating to the provision of passenger information.  In the run up to special events, such as timetable changes, take the lead to ensure a summary of the impact on train services is produced, and liaise with the Communications Team to ensure information across the business is consistent.  As required following service disruption, produce posters for station staff to print and display at stations. In addition, send ad-hoc alerts to our passenger base where necessary.  As directed, collate statistical data and prepare any reports that may be necessary which relate to passenger information.  Ensure that the Information Delivery Team update the National Rail Enquiries “Knowledgebase” and any other system when accessible facilities at a station become unavailable.  Ensure excellent written communication is used at all times, including the use of plain English with no use of railway jargon.  Undertake Project Management where necessary in order to develop systems and working practices to be undertaken by the Information Delivery Team. | | | |

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| D | **Safety Responsibilities** | | | | |
| D1 | This post is required to undertake SAFETY CRITICAL WORK | Yes |  | No | **√** |
| D2 | This is a KEY SAFETY POST | Yes |  | No | **√** |
| D3 | This post requires SECURITY CLEARANCE | Yes |  | No | **√** |
| D4 | The job requires competence in PERSONAL TRACK SAFETY | Yes |  | No | **√** |
| D5 | This job has SPECIFIC SAFETY RESPONSIBILITIES (if Yes see section D6 below) | Yes |  | No | **√** |
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| D6 | The post holder has the following specific safety responsibilities: | | | | |
|  | None | | | | |
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| E | **Decision making Authority** | | | | |
| E1  E2  E3 | Prioritising support of CIS role during times of disruption // Prioritising delivery of information for passengers during times of disruption.  Contacting external agencies relating to the flow of information  Contacting other Train Operators / Transport providers to assist with Customer Service Recovery – again, customer service recovery? | | | | |
| F | **Most Challenging and/or Difficult parts of the role** | | | | |
| F1  F2  F3  F4  F5  F6 | Managing a large team to ensure quality and excellent performance  Implementation of social media strategy  Managing information flows in a time sensitive environment during disruption  Responding to customers / agencies in an empathetic and professional manner  Managing and closing down complaints on Social Media in such a way that ensures they are not escalated and go “viral” across all digital channels or media  Ensuring that Social Media output does not reflect negatively on Southeastern’s brand or reputation | | | | |

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| G | **Person Specification** |
|  | Southeastern aims to recruit people not just for jobs but for long term careers. We want good quality, talented people with the right attitude who will stay with us.For these reasons we look for evidence of the following Southeastern values and behaviours in all potential staff and our existing staff looking for promotion …. **OUR VALUES – Safe, Professional, Honest, Friendly and Flexible**  **OUR BEHAVIOURS**   * **Professionalism** – Aims to be the very best they can be through their attitude & respect for others. * **Honesty & Integrity** – Is transparent and honest taking full responsibility for actions. Demonstrates confidence and courage, dealing effectively with difficult situations * **Team work, Sharing and Supportive** – Aligns with others to deliver common goals. Shares ideas and information. Supports colleagues and works effectively with others. * **Adding Value** – Exploits opportunities to improve results and add value to the business. * **Empathetic** – Is empathetic to the needs of colleagues/customers, earning their trust and respect. * **Taking a Broader view** - Champions change and considers the long-term impact of decisions across the business   …. along with the particular experience/knowledge, skills and behaviours relevant to the position applied for.  The job demands the following blend of experience/knowledge, skills and behaviours (all are essential , unless otherwise shown and will be assessed by application and/ or interview/assessment) : |
| G1 | Desirable Experience, Knowledge & Qualifications Knowledge of the relevant geography, including stations and track layouts and services operated by Southeastern.  Good knowledge of generally available and bespoke IT systems.  Good knowledge of relevant operating, rolling stock, engineering, train crew and station procedures  Good general education with passes in English Language and Mathematics operated. |
| G2 | Skills (including any specific safety critical competencies) A good command of English language and ability to communicate clearly.  Ability to create own inputs and influence at a number of levels within the KICC.  Excellent communication skills.  Commercial awareness- Understands the business requirements for advertising of train services and announcements  Adding value- Exploits opportunities to improve results and add value to the business.  Resilience- Remains calm and self-controlled under pressure. Reacts well to change and stays positive despite setbacks.  Professionalism- Interacts with others in a sensitive and effective way. Respects and works well with others. |
| G3 | Behaviours Resilience- Remains calm and self-controlled under pressure. Reacts well to change and stays positive despite setbacks.  Professionalism- Interacts with others in a sensitive and effective way. Respects and works well with others. |
| G4 | **Other** |

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| I | **Dimensions of role** | | | | |
| I1 | Financial – Direct: | | None | | |
| I2 | Financial – Other: | | None | | |
| I3 | Staff Responsibilities – Direct: | | Line Management for 3 staff | | |
| I4 | Staff Responsibilities – Other: | | None | | |
| I5 | Any Other Statistical Data: | |  | | |
| J | **Acknowledgement** | | | | |
| J1 | Prepared By: | John Till | | Date: | August 2021 |
| J2 | Approved By (Head of Department): | John Till | | Date: | August 2021 |

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| **K** | **Job Description Briefing** | | | | | |
|  | The post holder has been briefed on and understands the requirements of this Job Description and other related documents: | | | | | |
|  | Name of post holder: |  | Signature: |  | Date: |  |
|  | Name of briefing manager: |  | Signature: |  | Date: |  |
| **L** | **Nominated Deputy for Safety requirements** | | | | | |
|  | If this is a KEY SAFETY POST (D2 in Safety Details above is YES) at least one nominated deputy must be identified. The Job Holder must ensure that the Nominated Deputy(ies) receives a copy of, and is briefed on this Job Description. If there are more nominated deputies, they should sign further copies of this Job Description. | | | | | |
|  | The nominated deputy has been briefed on and understands the requirements of this Job Description and other related documents: | | | | | |
|  | Name of nominated deputy: |  | Signature: |  | Date: |  |
|  | Name of briefing manager: |  | Signature: |  | Date: |  |