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| A | **Post Details** | | | |
|  | **Job Title:** | Pricing Manager | **Function:** | Commercial |
|  | **Location:** | 4 More London | **Unique Post Number:** | TBC |
|  | **Reports To:** | Head of Retail Strategy | **Grade:** | MG1 |
| B | **Purpose of the Job** | | | |
| B1  B2  B3  B4  B5 | To ensure that the Company’s income is optimised through the development and implementation of its regulated and unregulated fares structures, and to develop the overall fares structure so that products exist which match demand, and which utilise the opportunities presented by new ticketing technologies.  The Pricing Manager’s key objective is to create and manage products so that they work correctly at each stage of their use: how they are displayed in journey planners, sold in various channels, issued, used in gates and settled through industry systems.  Recent (and emerging) technological changes have made this a more complex role than was the case when all tickets were on paper. The new pricing manager will have to become the expert in eTickets, sTickets, contactless, ITSO and Oyster as well as traditional ticket formats and future forms.  The principal tools for the job are the rail industry’s standard systems: Product Management Service and Retail Control Service.  Training will be provided by a highly experienced pricing professional, who has been at the heart of UK national rail pricing for more than 20 years: you will learn from, and work with, an acknowledged expert in this field. | | | |
| 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 | Devise and develop an agreed long-term fares and product strategy.  Develop options for Fares Setting Rounds (FSR), model revenue effects against each and make recommendations to optimise revenue.  Implement the agreed options so as to be fully compliant with all regulatory and legal requirements.  Communicate the Company’s fares compliance to the Department for Transport, as well as being the DfT’s first point of contact for pricing matters.  Take due account at all times of the impact of rail fare pricing on the Company’s reputation.  Ensure that ticketing issuing systems are delivering the required outputs.  Ensure customer facing staff are provided with information and support to help maximise revenue and provide excellent customer service.  Ensure that Communications Department and all relevant staff are briefed and in possession of the information relevant to them that enable them to understand and discharge their roles effectively.  Support customer service and retail support teams with after-sale enquiries.  Provide commercial advice on all aspects of passenger revenue and all matters relating to railway ticketing, ticket retailing, ticket retailing regulation, conditions of carriage and byelaws.  Day to day management of the fares availability and bookings calendar in NRS to achieve optimum yields – including analysis and monitoring of multiple data sets (ticket sales, passenger counts/occupancy, event calendars, competition and engineering works).  Work to identify, reduce and resolve fares anomalies within the framework of the appropriate legislation.  Understand and work with allocation systems to ensure that the Company achieves its correct returns from all relevant systems (e.g. ORCATS, Travelcard and PAYG).  Represent the Company at industry bodies (e.g. Rail Delivery Group) as directed, including decision-making authority to agree or reject proposals on behalf of the Company.  Work with the Marketing team to develop the product range offered by the Company, support promotional activity, to meet demand and emerging trends.  Work closely with the Revenue Analysis Manager to ensure accuracy of forecasting.  Work with the Head of Retail Strategy to ensure that smart (e.g. ITSO, eTicket) ticketing developments are supported by accurate and appropriate new fares data.  Understand gating logics. Amend where necessary and ensure that all future pricing interacts appropriately with gating logics and support the Company’s revenue protection policies.  Ensure that Routeing options are maintained and accurate.  Provide analysis for strategic and marketing projects to ensure decisions are made on the basis of the most accurate and relevant data available.  Take the Subject Matter Expert role in supporting major projects, as directed.  Work closely with bus companies and other third parties to implement integrated pricing and ticketing solutions.  Develop innovative pricing and products options for third parties, such as Kent County Council, and manage any contracts in place with these bodies.  Assist with business cases for new payment functionalities and ensure implementation of any agreed systems.  Build and maintain excellent relationships with relevant stakeholders, particularly the DfT.  Be the acknowledged expert in all matters pricing, answering questions on this from any source. | | | |

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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 or nominated deputy | Yes |  | No | **🗸** |
| D3 | The holder of this post is identified as a KEY SAFETY MANAGER | 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 | Providing direction, advice and guidance to Southeastern Exec regarding all aspects of fares and retailing. |

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| F | **Most Challenging and/or Difficult parts of the role** |
| F1  F2  F3  F4 | Complying with fares regulation given the complexity of existing fares.  Making complex pricing decisions and options clear and simple to non-pricing experts to enable understanding, and the consequent optimum decisions to be made.  Ensuring that yield is optimised, whilst taking due account at all times of the impact of rail fare pricing on the Company’s reputation.  Take due cognisance of inputs from Southeastern colleagues and external stakeholders to achieve optimised outputs. |

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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 Southeastern values and behaviours in all potential staff and our existing staff looking for promotion along with the experience/knowledge, skills, and behaviours relevant to the position applied for. These are: We care passionately about our people and passengers  * + we put ourselves in our passengers’ shoes to do what’s right for them   + we support our colleagues to be, feel and do their best   + we love the places we serve and do our bit for our communities and environment  We aim to be the best  * + we move with pace, we’re agile and learn from everything   + we relentlessly strive to be the best   + we are professionals with personalities  We make the difference together  * + we are answerable to each other and our passengers   + we trust each other and do what we say we will   + we are stronger together than we are as individuals   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) : |

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| G1 | Experience, Knowledge & Qualifications (including any specific safety training requirements) **Essential:**   * Good academic achievement, probably degree level * An understanding of fares and ticketing, with a focus on the Rail Industry * Ability to think strategically, yet have an exceptional eye for detail * Project management skills * Good knowledge of Ticket Issuing Systems * High level of numeracy, with expert Excel skills * Ability to work at all levels within Southeastern and across suppliers * Knowledge of the significance of contractual arrangements with DfT * Experienced communicator with well-developed influencing skills   **Desirable:**   * Experience of automatic ticket barrier systems * Understanding of Oyster/Contactless/ITSO/eTickets * Experience of LENNON and Moira * Understanding of Competition Law |

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| G2 | Skills (including any specific safety critical competencies) **Essential:**   * Very strongly analytical, able to manipulate complex problems and produce optimal outcomes * Deadline driven – must deliver to government specified deadlines * Strong commercial awareness * Excellent communication, literacy and interpersonal skills * Confidence dealing with complicated contractual and legal matters * Ideas driven * Influential * Approachable * Excellent geographical knowledge of Kent and south east London, and the UK |

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| G3 | Behaviours **Essential:**   * Take personal responsibility for your actions – be transparent and honest. Demonstrate confidence and courage, and deal effectively with difficult situations. * Problem Solving – you will identify potential difficulties and causes, generate workable solutions, and make rational judgements. * All colleagues have leadership responsibilities, regardless of their job role. As a leader of our business we expect you to ensure that you engage and inspire our people, are accountable for your actions and business performance, and challenge yourself as an individual to be even better. As a leader you will continually develop and role model leadership skills and our company values. |

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| G4 | **Other**  Deputise for the Pricing Contractor or Revenue Management Manager and attend business/industry forums as may be required from time to time. |

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| H | **Dimensions of role** | |
| H1 | Financial – Direct: | Influence on generating up to £50m income from annual fares changes |
| H2 | Financial – Other: |  |
| H3 | Staff Responsibilities – Direct: |  |
| H4 | Staff Responsibilities – Other: |  |
| H5 | Any Other Statistical Data: |  |

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| I | **Acknowledgement** | | | |
| I1 | Prepared By: | \_\_Simon Byatt\_\_\_ | Date: | \_\_\_21 June 2024\_ |
| I2 | Approved By (Head of Department): | \_Alicia Andrews\_ | Date: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **J** | **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: |  |
| **K** | **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: |  |