

Northumberland County Council  
**JOB DESCRIPTION**

<b>Post Title: Bus Community Engagement Officer</b>		<b>Director/Service/Sector:</b> Environment & Transport Directorate		<b>Office Use</b>	
<b>Band:</b> Band 7		<b>Workplace:</b> County Hall			JE ref:
<b>Responsible to:</b> Principal Transport Manager		<b>Date:</b> April 2024	<b>Job Family:</b>		
<b>Job Purpose:</b> The post holder will be a champion for bus use in Northumberland and the wider North East. To directly engage with local people, educational establishments, community groups and employers to encourage more people to use the bus, tackle the negative perception of bus use amongst non-users, and improve perceptions of safety and customer experience.					
<b>Resources</b>	Staff	Supervise the work of the Bus Ambassador, trainees or support staff on particular tasks or projects. Contribute to programming and managing the workload of the unit. Supervision of sub-consultants and external contractors.			
	Finance	Responsibility for monitoring NCC bus travel scheme payments (value £4m - £9m).			
	Physical	Significant evening and weekend working. Develop, manage and maintain relevant databases, registers and business systems that support the effective operation of the team. . Assisting with the acquisition and deployment of goods and services for project delivery. Ensure effective capture and processing of relevant data.			
	Clients	A wide variety of internal cross departmental and external clients, including: members, parish councils, local bus operators and regional organisations. Significant interaction with bus operators, and voluntary and community sector groups.			
<b>Duties and key result areas:</b>					
<ol style="list-style-type: none"> <li>1. Plan and deliver a programme of networking and engagement events for communities and stakeholders across Northumberland to promote bus use, enhance community satisfaction of bus services and promote responsible behaviour whilst on public transport.</li> <li>2. Undertake regular visits to public and private organisations or attend community events to raise awareness of, and promote the benefits of, the public transport network to give presentations, answer questions about services and take feedback to identify barriers and needs.</li> <li>3. Establish Community Bus Partnerships across the county and support the creation of a volunteer network of bus champions.</li> <li>4. Analyse data collected from surveys conducted by the Bus Ambassador, and sometimes carry out their own surveys, to identify solutions that could be developed and delivered to address issues around non-bus use.</li> <li>5. Evaluate the effectiveness of Council-led interventions by gathering baseline data on passenger use; monitor data to identify any changes in passenger numbers or route use (inc for disadvantaged groups); use this to inform any changes to the engagement programme.</li> <li>6. Liaise with communities and other stakeholders to identify potential specific minor service improvements (eg minor timing or route changes or better information provision) that could improve usability for passengers and make recommendations on these to the Public Transport Manager.</li> <li>7. Monitor the Council-funded bus travel schemes (drafting scheme documentation, checking any irregularities and reporting on statistical and financial data, carrying out data audits, supporting the Service to meet its year-end reporting duties within deadlines).</li> <li>8. Communicate service updates or changes and other initiatives to communities and wider stakeholders.</li> <li>9. Compile and maintain a database of key contacts including ward councillors, community organisations, public and voluntary sector service providers, educational establishments, principal retail and business groups and hard to reach groups (in line with GDPR).</li> <li>10. As required, support the Bus Ambassador to carry out daily roving patrols and gather metrics on bus services and at stations and stops across the entire supported bus network in Northumberland.</li> <li>11. Carry out staff appraisals.</li> <li>12. Act as a primary point of contact within the local authority for enquiries, signposting, feedback or concerns related to the delivery of supported bus services.</li> </ol>					

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.

**Work Arrangements**

Transport requirements:	Partly office-based with regular attendance at community or private sector premises across the County.
Working patterns:	Includes some weekend and evening working.
Working conditions:	Significant dealing with the public/VCS/businesses. Some exposure to outdoor working.

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**PERSON SPECIFICATION**

<b>Post Title:</b>	<b>Director/Service/Sector:</b>	<b>Ref:</b>
<b>Essential</b>	<b>Desirable</b>	<b>Assess by</b>
<b>Qualifications and Knowledge</b>		
<ul style="list-style-type: none"> <li>• NVQ level 3 or equivalent experience.</li> <li>• Knowledge of public transport issues across user groups</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of sustainable travel awareness promotion</li> <li>• Knowledge of relevant legislation, policies, practices and procedures in relation to bus services and other public transport issues in the county.</li> </ul>	A / I
<b>Experience</b>		
<ul style="list-style-type: none"> <li>• Experience of marketing, promotion or delivery of initiatives and campaigns.</li> <li>• Experience working with voluntary and community groups or other partnership working.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in sustainable travel awareness promotion</li> </ul>	A / I
<b>Skills and competencies</b>		
<ul style="list-style-type: none"> <li>• Ability to plan own workload, and that of others, identifying priorities to meet deadlines.</li> <li>• Ability to apply own initiative to interpret complex data and define and implement appropriate solutions.</li> <li>• Strong interpersonal communication skills to build relationships with people from all backgrounds.</li> <li>• Ability to listen and remain calm when dealing with queries, and communicate clearly.</li> <li>• Confident and experienced in giving presentations to groups.</li> <li>• Exercise advisory, guiding, negotiating and/or skills of persuasion with groups to engage and influence behaviour.</li> <li>• Effective IT skills and able to use IT to achieve work objectives.</li> <li>• Ability to analyse and solve varied problems and develop solutions or plans over the medium-term.</li> <li>• Ability to partake in, and promote a culture of, team working to achieve the agreed objectives.</li> <li>• Dependable, reliable with a commitment to completing work on time.</li> <li>• Proactive and achievement orientated.</li> <li>• Ability to work under pressure with regular disruptions and ongoing conflicting demands from diverse sources.</li> </ul>	<ul style="list-style-type: none"> <li>• An understanding of the Government's transport agenda and the role for effective and efficient public transport services.</li> <li>• An understanding of the North East Bus Service Improvement Plan.</li> <li>• An understanding of the needs of people with disabilities.</li> </ul>	A / I
<b>Physical, mental, emotional and environmental demands</b>		
<ul style="list-style-type: none"> <li>• Flexible and responsive to changing events and schedules.</li> <li>• Requirement to work outside normal office hours on a regular basis to attend meetings and give presentations.</li> <li>• Ability to meet the travel requirements of the job.</li> <li>• Need to maintain general awareness, with lengthy periods of concentrated mental attention.</li> </ul>		A / I

<b>Motivation</b>		
<ul style="list-style-type: none"> <li>• Models and encourages high standards of honesty, integrity, openness, and respect for others.</li> <li>• Promotes and encourages a partnership approach to working.</li> <li>• Proactive and achievement orientated</li> <li>• Works on own initiative with very little supervision</li> </ul>		A / I
<b>Other</b>		
<ul style="list-style-type: none"> <li>• Ability to meet travel requirements of the job</li> </ul>		A/I

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits