

Northumberland County Council
JOB DESCRIPTION

Post Title: Bus Ambassador Officer		Director/Service/Sector: Environment & Transport Directorate		Office Use JE ref: 4460
Band: 5		Workplace: County Hall		
Responsible to: Bus Engagement Officer		Date: April 2024	Job Family:	
Job Purpose: To be the friendly welcoming face of the bus network, proactively engaging with passengers and providing information and travel advice so they have the best journey experience possible.				
Resources	Staff	No responsibility for staff.		
	Finance	Responsibility for processing bus travel scheme payments at c£4m per annum.		
	Physical	Ability to lift heavy loads sometimes.		
	Clients	A wide variety of internal (cross departmental) and external clients (public, bus operators, regional organisations). Significant interaction with the public.		
Duties and key result areas: <ul style="list-style-type: none">• Carry out daily roving patrols and gather metrics on bus services and at stations and stops across the entire supported bus network in Northumberland.• Manage own workload to select appropriate services/routes, ensuring the whole network is covered: checking a selection of bus arrivals and departures against the stated timetables; checking that all electronic bus timetable displays are in working order; checking that bus stations are clean and free from damage; checking that all bus stops have the correct infrastructure.• Assist the smooth operation of bus services and facilities and assist in ensuring buses and bus network facilities meet customer service standards: using NCC vehicle, drive to all bus stops on specified routes across the bus network in the county, replacing timetables as required withing tight timescales (at least twice per year).• Ensure all accidents, incidents, faults, minor repairs, or any other possible safety hazards at stations, stops and on buses are reported promptly in the prescribed manner or dealt with where possible.• Gather and collate passengers' views on the service provided to identify unmet needs via regular travel on buses, welcoming passengers and chatting to them about their experiences using the bus.• Proactively engage with passengers to provide wayfinding, journey and fare information, ensuring they are dealt with in a polite and professional manner.• Interact with bus passengers both before and after boarding; provide information or advice on timetables, routes and ticket prices, or providing solutions to travel planning/route problems.• Provide boarding assistance to passengers, particularly those with visible or hidden disabilities: eg lifting buggies on and off the vehicle; interacting in a positive manner to set passengers at ease; helping them to access priority seating; riding with them; helping them to get off at the right stop.• Be a 'bus-buddy' for first time or nervous bus users by providing advice, guidance and reassurance to bus users; identifying their needs (such as lack of information on services or how to use journey planning apps); and travel with them on their journey if required.• Exercise own initiative to assist passengers during times of planned/unplanned disruption by alerting passengers in advance of planned disruption (eg strikes, road closures, changes to timetables); and giving information and advice on alternative routes.• Complete regular passenger surveys, gathering and collating passengers' views on the service provided (adhering to GDPR) and identifying any unmet needs; analysing the responses and identifying possible solutions.• Promote public transport offers and support other initiatives to promote bus use by providing information, educating and persuading users about the advantages, quality and value of bus use.• Where appropriate act on own initiative to challenge anti-social behaviour or seek further assistance from colleagues/security staff/police.• Administer the NCC-funded and externally funded bus travel schemes (sending out scheme documentation, collating, recording and reporting statistical data, processing payment requests, supporting data audits).				

- Act as the primary contact point in the local authority for the bus service issues in Northumberland from the public.
- Handle queries or complaints, providing information, signposting, liaising with bus operators regarding complaints, referring on significant issues to the Bus Engagement Officer.
- Report any unusual occurrences in the prescribed manner following guidance in the Department for Transport's 'Bus and Coach Security – Recommended Best Practice' document.

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:	Travel on public bus network almost daily; drive NCC vehicle around the entire bus network; attend some out of hours meetings at venues across the County.
Working patterns:	Includes some weekend and evening working.
Working conditions:	Frequent exposure to outdoor working and dealing with the public.

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PERSON SPECIFICATION

Post Title: Bus Ambassador		Director/Service/Sector: Environment & Transport		Ref:
Essential		Desirable		Assess by
Qualifications and Knowledge				
<ul style="list-style-type: none">NVQ level 3 or equivalent experience.		<ul style="list-style-type: none">Awareness of bus services and other public transport issues in the county.Awareness of sustainable travel awareness promotion.		A/I
Experience				
<ul style="list-style-type: none">Experience in giving advice and counselling service users.Experience in engaging effectively with others and building productive relationships.Experience in organising and scheduling work or other resources.		<ul style="list-style-type: none">Experience in a public-facing role, eg sales, fundraising, volunteering.Experience of working with community and voluntary groups, or other partnership working.		A/I
Skills and competencies				
<ul style="list-style-type: none">Ability to plan work and identify priorities to meet deadlines.Ability to apply own initiative to interpret data and define and implement appropriate solutions.Excellent interpersonal communication skills to build rapport easily with people from all backgrounds.Ability to listen and remain calm when dealing with queries, and communicate clearly.Exercise advisory, guiding, negotiating and/or skills of persuasion with individuals to engage and influence behaviourAbility to analyse and solve varied problems and develop solutions or plans over the short term.Effective IT skills and able to use IT to achieve work objectives.Ability to partake in, and promote a culture of, team working to achieve agreed objectivesDependable, reliable with a commitment to completing work on time.Ability to work under pressure with regular disruptions and ongoing conflicting demands from diverse sources.		<ul style="list-style-type: none">An awareness of the Government's transport agenda and the role for effective and efficient public transport servicesAn awareness of the North East Bus Service Improvement Plan.An awareness of the needs of people with disabilities.		A/I
Physical, mental, emotional and environmental demands				
<ul style="list-style-type: none">Flexible and responsive to changing events and schedules.Requirement to use own initiative and work individually for much of the time, often outdoors.Significant travel on the public bus network in all weather conditions. Need to maintain a general level of awareness, with periods of concentrated mental attention.		<ul style="list-style-type: none">Ability to lift / carry luggage or other heavy items on and off a bus.		A/I
Motivation				
				A/I

<ul style="list-style-type: none"> • Dependable, reliable and a good timekeeper. • Demonstrates and encourages high standards of honesty, integrity, openness and respect for others. • Helps to create and encourage a positive work culture, in which diverse, individual contributions and perspectives are valued. • Proactive and achievement orientated. • Tackles problems systematically. • Able to work with minimum supervision and manages own time effectively. 		
Other		
<ul style="list-style-type: none"> • Ability to meet the travel requirements of the job. 		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