

**Senior Customer Experience Officer (HEO)**

**Competition Information Booklet**

Please read carefully

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| **Position:** Senior Customer Experience Officer  **Grade:** Higher Executive Officer  **Directorate:** Public Transport Services  **Reporting to:**  Head of Customer Experience  **Location:** Blended work model with office location(s) in Dublin 2  The NTA is consolidating its office locations later in 2024  to brand new office space in Haymarket, Smithfield, Dublin 7  **Starting salary:** €55,996  Closing date for receipt of completed applications:  **12pm (noon) on Friday, 17th May 2024**  **Contact:** **ntacareers@rsmireland.ie** |

The National Transport Authority is committed to a policy of equal opportunity.

**Overview of the National Transport Authority**

The National Transport Authority (NTA) is a statutory body established by the Minister for Transport on 1 December 2009.

At national level, the Authority has responsibility for securing the provision of public passenger land transport services, including subsidised bus and rail and light rail services. The Authority also licenses public bus passenger services delivered by private operators and has responsibility for the regulation of the small public service vehicle (SPSV) industry (taxis, hackneys and limousines). Other areas of responsibility include the State’s rural transport programme, integrated information systems for public transport customers, management of the Integrated Ticketing Scheme for Ireland (the Leap Card system), and regulation of vehicle clamping.

Within the Greater Dublin Area (GDA) the Authority carries additional responsibilities including:

* Strategic planning of transport;
* Development of an integrated, accessible public transport network;
* Promoting cycling and walking;
* Provision of public transport infrastructure generally including light rail, metro and heavy rail; and
* Effective management of traffic and transport demand.

The GDA includes the local authority areas of Dublin City, Fingal, Dún Laoghaire-Rathdown, South Dublin, Kildare, Meath and Wicklow.

The Authority’s Capital Investment Programme includes an exciting and challenging range of projects and programmes for development and delivery over the coming years. These include mega-projects such as MetroLink, BusConnects Dublin and the DART+ Programme, together with numerous other major projects/programmes in the heavy rail area, light rail area, bus infrastructure and public transport fleet, in addition to a large portfolio of projects in the active travel area. Along with other initiatives in the areas of micro-mobility, transport technology and climate adaption, there are stimulating and rewarding opportunities to make a real contribution to enhancing Ireland’s overall transport system.

Further information on the Authority is available on its website [www.nationaltransport.ie](http://www.nationaltransport.ie)

The National Transport Authority wishes to recruit a suitably experienced and qualified individual to the role of Senior Customer Experience Officer. Successful candidates may be placed on a panel from which future vacancies may be filled.

**Duties and Responsibilities**

The successful candidate will support NTA’s Head of Customer Experience in improving the customer experience of NTA public transport initiatives as well as cycling and walking.

The successful candidate will be required to fulfil the following principal responsibilities:

* Advocate for good customer experience on a variety of projects, and become a member of project working/steering groups;
* Act as the Voice of the Customer for key public transport projects;
* Manage NTA’s market research contract;
* Commission research on behalf of a wide range of public transport projects that gives customer insights including NTA’s annual customer satisfaction research;
* Implement customer insights on a range of public transport projects;
* Improve the usability of NTA’s customer facing digital platforms; particularly its website and Apps;
* Work with and influence stakeholders in different departments within NTA as well as transport operators to provide better customer experience;
* Work with and implement feedback from customer groups;
* Assist with the procurement of a variety of contracts that provide customer facing products;
* Assist with the development and implementation of NTA’s new customer contact centre;
* Directly answer customer queries through the NTA Customer Relationship Management system;
* Work with the Head of Customer Experience to establish and coordinate a new integrated public transport operator customer experience group;
* Regularly report on KPIs and achievements; and
* Other tasks as required.

**Note:** The functions and responsibilities initially assigned to the position re based on the current organisational requirements and may be changed from time to time. The person appointed require the flexibility to fulfil other roles and responsibilities at a similar level within the Authority.

**Essential Criteria**

**Please note: In order to satisfy the shortlisting panel that you meet these criteria you must explicitly reference how you meet same in your application. Failure to demonstrate these may prevent your application progressing to future shortlisting stages.**

Each candidate must meet the following requirements at the time of the competition closing:

1. Hold a minimum of a NFQ Level 7 qualification in a relevant discipline, being marketing, business, customer experience or equivalent;
2. Have at least 5 years’ recent relevant experience in a customer experience/marketing role with 2 of these to be in the management of people and/or projects;
3. Have at least 1 year experience in public transport roles that relate to improving customer experience; and
4. Have relevant experience improving the customer experience of websites and applications.

**Desirable Criteria**

**Please note: Should further shortlisting be required after essential criteria above, a selection of the following may be assessed.**

The ideal candidate will also:

1. Have relevant experience in public procurement;
2. Have relevant experience developing customer products and propositions;
3. Have excellent report writing and communication skills with the ability to present results to a management audience.

**Remuneration**

**Salary Grade: Higher Executive Officer**

**Salary Scale: €55,996.00, €57,633, €59,267, €60,900, €62,539, €64,170, €65,806, €68,167 (LS1), €70,522 (LS2)**

**Personal Pension Contribution (PPC) rate.** This salary is payable to an individual who is required to make a personal pension contribution (PPC) to their main pension (in general those persons whose initial appointment to the Public Service is on or after 6th April 1995).

**€53,332, €54,871, €56,407, €57,957, €59,508, €61,071, €62,623, €64,856 (LS1) , €67,097 (LS2)**

**Non Personal Pension Contribution (non-PPC) rate.** This salary is payable to an individual who is not required to make a personal pension contribution (PPC) to their main pension scheme.

**Annual Leave:** 29 days per annum. This leave is on the basis of a five day week and is exclusive of the usual public holidays.

**Note:**

* entry will be at point 1 of the scale and will not be subject to negotiation;
* different pay and conditions may apply if, immediately prior to appointment the appointee is already a serving Civil Servant or Public Servant;
* the rate of remuneration may be adjusted from time to time in line with Government pay policy.

**Contract:** Permanent Contract

**Probation:** There is a 6 month probationary period which may at the discretion of the CEO be extended to 10 months.

**Selection Process**

Prior to completing your application please read the Important Candidate Information Booklet on our careers page here: **www.nationaltransport.ie/about-us/careers**

**How to Apply**

Please submit your application in one single word document or PDF referencing the title of the role you wish to apply for in the subject of the email to **ntacareers@rsmireland.ie** with the following:

1. A comprehensive cover letteroutlining why you wish to be considered for the post and where you believe your skills and experience meet the requirements for the role of Senior Customer Experience Officer; and
2. A comprehensive CV (not to exceed 3 pages).

Please note that omission of any or part of the 2 requested documents, as set out above, will render the application incomplete. Incomplete applications will not be considered for the next stage of the selection process.

**Closing Date**

**The closing date and time for applications is strictly 12pm (noon) on Friday, 17th May 2024. Applications received after the specified deadline cannot be accepted.**

If you do not receive an acknowledgement of receipt of your application within 2 working days of applying, please email **ntacareers@rsmireland.ie.**

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| **Team Leadership** | Works with the team to facilitate high performance, developing clear and realistic objectives and addressing and performance issues if they arise |
| Provides clear information and advice as to what is required of the |
| Strives to develop and implement new ways of working effectively to meet objectives |
| Leads the team by example, coaching and supporting individuals as required |
| team Places high importance on staff development, training and maximising skills & capacity of team |
|  | Is flexible and willing to adapt, positively contributing to the implementation of change |
| **Judgement, Analysis & Decision Making** | Gathers and analyses information from relevant sources, whether financial, numerical or otherwise weighing up a range of critical factors |
| Takes account of any broader issues, agendas, sensitivities and related implications when making decisions |
| Uses previous knowledge and experience in order to guide decisions |
| Uses judgement to make sound decisions with a well-reasoned rationale and stands by these |
| Puts forward solutions to address problems |
| **Management & Delivery of Results** | Takes responsibility and is accountable for the delivery of agreed objectives |
| Successfully manages a range of different projects and work activities at the same time |
| Structures and organises their own and others work effectively |
| Is logical and pragmatic in approach, delivering the best possible results with the resources available |
| Delegates work effectively, providing clear information and evidence as to what is required |
| Proactively identifies areas for improvement and develops practical suggestions for their implementation |
| Demonstrates enthusiasm for new developments/changing work practices and strives to implement these |
| Applies appropriate systems/ processes to enable quality checking of all activities and outputs |
| Practices and promotes a strong focus on delivering high quality customer service, for internal and external customers |
| **Interpersonal & Communication Skills** | Builds and maintains contact with colleagues and other stakeholders to assist in performing role |
| Acts as an effective link between staff and senior management |
| Encourages open and constructive discussions around work issues |
| Projects conviction, gaining buy-in by outlining relevant information and selling the benefits |
| Treats others with diplomacy, tact, courtesy and respect, even in challenging circumstances |
| Presents information clearly, concisely and confidently when speaking and in writing |
| Collaborates and supports colleagues to achieve organisational goals |
| **Specialist Knowledge, Expertise and Self Development** | Has a clear understanding of the roles, objectives and targets of self and team and how they fit into the work of the unit and Department/ Organisation and effectively communicates this to others |
| Has high levels of expertise and broad Public Sector knowledge relevant to his/her area of work |
| Focuses on self development, striving to improve performance |
| **Drive & Commitment to Public Service Values** | Strives to perform at a high level, investing significant energy to achieve agreed objectives |
| Demonstrates resilience in the face of challenging circumstances and high demands |
| Is personally trustworthy and can be relied upon |
| Ensures that customers are at the heart of all services provided |
| Upholds high standards of honesty, ethics and integrity |

**Senior Customer Experience Officer (Panel) - Key Competencies**