

**Smarter Travel Manager**

**Competition Information Booklet**

Please read carefully

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| **Position:** Smarter Travel Manager  **Grade:** Assistant Principal  **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:** €77,528  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 Smarter Travel Manager. 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 promoting public transport and active travel to workplaces, colleges and schools throughout Ireland by managing the provision of the Smarter Travel Workplaces and Green Schools Programmes. They will be required to fulfil the following principal responsibilities:

* Develop tender documentation and manage a suitable public sector tender process to provide a Smarter Travel Programme Team of approximately five people to implement the Smarter Travel Programme;
* Manage the Smarter Travel Programme Contract;
* Manage the delivery of the Smarter Travel Mark;
* Oversee the delivery of the Green Schools Programme by a third party provider to ensure KPIs are being met by the provider;
* Develop Smarter Travel Programme evaluation methodology and implement this methodology so that the Programme is regularly evaluated to assess its effectiveness;
* Manage the activetravellogger.ie website and TFI Smarter Travel web content;
* Develop promotional collateral for NTA Programmes;
* Ensure issues are remediated satisfactorily in cases where KPIs are not being met;
* Oversee the financial procedures for the Smarter Travel and Green Schools Programmes to ensure budgets are available and funds are paid to providers as appropriate;
* Identify opportunities to expand the Green Schools and Smarter Travel Workplaces Programmes to increase their reach and prominence;
* Develop marketing campaigns to showcase the Smarter Travel Programme and the Smarter Travel Mark;
* Manage the delivery of “Bike Week” which includes provision of funding to Local Authorities to run cycling events and marketing the week annually;
* Develop tender documentation to provide public transport mapping and timetable information services;
* Directly answer customer queries through the NTA Customer Relationship Management system;
* Regularly report on KPIs and achievements; and
* Other tasks as required.

**Note:** The functions and responsibilities initially assigned to the position are 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 or business or equivalent;
2. Have at least seven years’ recent relevant experience in marketing or behavioural change roles with 2 of these to be in the management of people and/or projects;
3. Have at least two of the required seven years’ to include experience in public transport roles that relate to promoting public transport services;
4. Have experience managing websites including writing and posting website content; and
5. Have experience managing contracts.

**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 public sector procurement experience;
2. Have experience marketing transport services;
3. Have excellent report writing and communication skills with the ability to present results to a senior management audience; and
4. Have experience developing briefs for graphic designers, advertising and media buying agencies.

**Remuneration**

**Salary Grade: Assistant Principal**

**Salary Scale: €77,528.00, €80,383, €83,278, €86,182, €89,082, €90,754, €93,680 (LS1), €96,617 (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).

**€74,888, €77,614, €79,117, €81,873, €84,629, €86,222, €88,997 (LS1), €91,784 (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:** 30 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 Smarter Travel Manager;
2. A comprehensive CV (not to exceed 3 pages);
3. A fully completed Key Achievements Form (attached).

Please note that omission of any or part of the 3 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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| **Leadership** | Actively contributes to the development of the strategies and policies of the Department/ Organisation |
| Brings a focus and drive to building and sustaining high levels of performance, addressing any performance issues as they arise |
| Leads and maximises the contribution of the team as a whole |
| Considers the effectiveness of outcomes in terms wider than own immediate area |
| Clearly defines objectives/ goals & delegates effectively, encouraging ownership and responsibility for tasks |
| Develops capability of others through feedback, coaching & creating opportunities for skills development |
| Identifies and takes opportunities to exploit new and innovative service delivery channels |
| **Judgement, Analysis & Decision Making** | Researches issues thoroughly, consulting appropriately to gather all information needed on an issue |
| Understands complex issues quickly, accurately absorbing and evaluating data (including numerical data) |
| Integrates diverse strands of information, identifying inter-relationships and linkages |
| Uses judgement to make clear, timely and well grounded decisions on important issues |
| Considers the wider implications, agendas and sensitivities within decisions and the impact on a range of stakeholders |
| Takes a firm position on issues s/he considers important |
| **Management & Delivery of Results** | Takes responsibility for challenging tasks and delivers on time and to a high standard |
| Plans and prioritises work in terms of importance, timescales and other resource constraints, re-prioritising in light of changing circumstances |
| Ensures quality and efficient customer service is central to the work of the division |
| Looks critically at issues to see how things can be done better |
| Is open to new ideas initiatives and creative solutions to problems |
| Ensures controls and performance measures are in place to deliver efficient and high value services |
| Effectively manages multiple projects |
| **Interpersonal & Communication Skills** | Presents information in a confident, logical and convincing manner, verbally and in writing |
| Encourages open and constructive discussions around work issues |
| Promotes teamwork within the section, but also works effectively on projects across Departments/ Sectors |
| Maintains poise and control when working to influence others |
|  | Instils a strong focus on Customer Service in his/her area |
|  | Develops and maintains a network of contacts to facilitate problem solving or information sharing |
|  | Engages effectively with a range of stakeholders, including members of the public, Public Service Colleagues and the political system |
| **Specialist Knowledge, Expertise and Self Development** | Has a clear understanding of the roles objectives and targets of self and the team and how they fit into the work of the unit and Department/ Organisation |
| Has a breadth and depth of knowledge of Department and Governmental issues and is sensitive to wider political and organisational priorities |
| Is considered an expert by stakeholders in own field/ area |
| Is focused on self development, seeking feedback and opportunities for growth to help carry out the specific requirements of the role |
| **Drive & Commitment to Public Service Values** | Is self motivated and shows a desire to continuously perform at a high level |
| Is personally honest and trustworthy and can be relied upon |
| Ensures the citizen is at the heart of all services provided |
| Through leading by example, fosters the highest standards of ethics and integrity |

**Smarter Travel Manager - Key Competencies**

**Smarter Travel Manager - Key Achievements Form**

Having read through the key competencies and having considered the demands of the role, for each of the competencies below, please briefly demonstrate a specific example which illustrates how you have developed the relevant competency during your career to date, and which clearly demonstrates your suitability for this position.

Your answer must highlight all elements of the STAR competency framework – which is outlined below:

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| **S**ituation | Present a challenging situation you found yourself in |
| **T**ask | What did you need to achieve from the situation? |
| **A**ction | What action did you personally take to achieve this? |
| **R**esult | What was the result of your action? |

Please note, there is a maximum page count of **3 A4 pages at font size 10-12.**

The key achievements form commences on the next page.

**Smarter Travel Manager - Key Achievements Form**

Please complete all sections of the form below.

**Where did you hear about this role (i.e. Publicjobs.ie, Irishjobs.ie, Irish Times, LinkedIn)?**

**Name:**

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| **Leadership** |
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| **Judgement, Analysis and Decision Making** |
|  |
| **Management and Delivery of Results** |
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| |  | | --- | | **Interpersonal and Communication Skills** | |  | |
| **Specialist Knowledge, Expertise and Self Development** |
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