

JOB DESCRIPTION



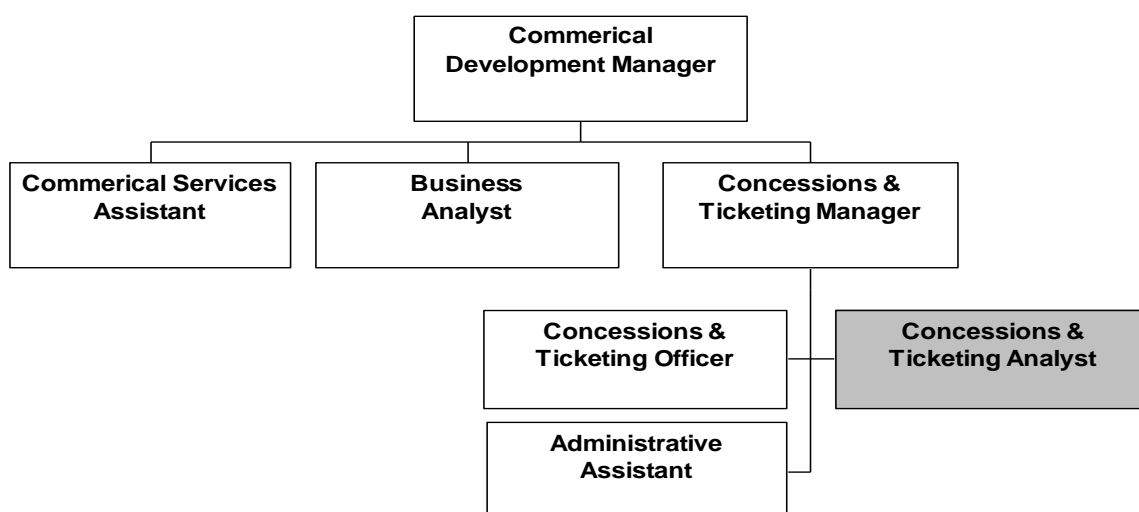
Concessions & Ticketing Analyst

Reports to:	Concessions & Ticketing Manager	
Department:	Concessions & Ticketing/Customer Services	
Salary:	£20,942 - £26,498 per annum	Grade: 5
Closing Date:	Monday 29 April 2019 at 9.00 am	
Interview Date:	Tuesday 7 May 2019	

Job Purpose

Provide market intelligence and support the development of ticketing products supporting the delivery of SYPTE's Business Plan.

Organisational Chart



Dimensions:

Context: The Concessions & Ticketing Team is responsible for managing the provision of market information and the development of ticketing products to support delivery of efficient, attractive ticketing. The delivery of efficient, attractive ticketing is an objective within the Business Plan.

Budget: The Travel Concession Scheme supports the travel needs of Approximately 350,000 people and has a budget of over £30m per annum.

More than 500,000 multi-operator pre-paid ticketing products are sold in South Yorkshire every year. Sales turnover is in excess of £11m.

General Responsibilities:

- SYPTE's aim is to provide the best Public Transport system possible. The objective is the pursuit of excellence in meeting the needs of all potential passengers.
- SYPTE is fully committed to the active promotion of equal opportunities in its capacity as an employer. It is the individual responsibility of every member employee to seek to ensure the practical application of this policy.
- Under the Health and Safety at Work Act, all employees are required both to take care of their own health and safety and that of other employees and to co-operate with their employers in complying with their statutory duties.
- SYPTE and its Managers are fully committed to the learning and development of employees.

Responsibilities/Key Accountabilities:

1. Undertake the technical development of the component modules of SYPTE's Ticketing Market Model so as to ensure that they deliver the most accurate outputs possible.
2. Develop and maintain Reimbursement Analysis models and tools and advise on the use of demand curves and elasticity values to support the negotiations with operators in relation to the Travel Concession scheme.
3. Manage the development and maintenance of the ticketing schemes for SYPTE's capital and park and ride projects to meet the requirements of the strategies.

Responsibilities/Key Accountabilities:

4. Manage the functionalities of SYPTE's Cardholder Management System to reflect changes in concessionary and ticketing product provision in order to meet operational business needs.
5. Analyse financial and statistical information and produce quality reports to a variety of stakeholders in order to provide understanding of the product market ensuring that the data are processed to established timescales to allow timely reporting on key performance indicators.
6. Undertake appropriate research and benchmarking with other Transport Authorities, PTE's and stakeholders to ensure best practice ticketing systems in place are appropriate for SYPTE's customers' current and future needs
7. Provide economic analysis of market and demographic information to advise the Concessions & Ticketing Manager on the development of effective and attractive ticketing products.
8. Actively support the negotiations with external partners in relation to concessionary travel and ticketing systems and technology in order to ensure their compliance with the Executive's Business Plan.
9. Actively support the provision of public information relating to the SYPTE's Travel Concession Scheme and multi-operator ticketing in order to ensure SYPTE achieves value for money.
10. Any other duties commensurate within the post as directed by the Concessions & Ticketing Manager.

Planning and Organisation:

- Contribute to team working and liaise with others to improve cross functional efficiency.
- Identify ways of improving team and organisational efficiency through efficient use of resources.
- Undertake tasks, assignments and projects outside of core activity to ensure that SYPTE maintains its operational flexibility in a changing business environment.
- Plan and organise your own workload to ensure delivery of all tasks and objectives set.
- Assist in developing the skills and knowledge of colleagues and new starters.
- Produce, maintain and manage reports and reporting processes to inform internal

and external stakeholders and customers.

- Plan and use resources (including human resources) effectively to maximise performance.
- Assist the Concessions & Ticketing Manager in appointing, and overseeing the performance of, contractors for research and development work.

Decision Making and Use of Judgement:

- Use personal judgement and initiative to make effective decisions.
- Actively participate in team decision-making as a member of the Concessions & Ticketing Team.
- Actively participate in organisational decision-making through membership of formal and informal groups and committees.
- Use information from the Concessions & Ticketing Manager and other sources to prioritise use of time and resources effectively.
- Use judgement in the preparation and use of information for reports, meetings and discussions.
- Select appropriate analysis methods and tools to support decision making throughout SYPTE's involvement in the public transport ticketing market.
- Provide policy advice supported by the robust analysis of appropriate data.

Essential Internal and External Relationships:

- Work collaboratively with other team members and other employees within SYPTE
- Deal professionally with internal and external customers, suppliers, contractors and external service providers respecting the various needs for confidentiality.
- Negotiate and liaise with suppliers, contractors and external service providers to ensure best value/level of service for SYPTE and its customers
- Liaise with the appropriate personnel of public transport and other operating companies to influence and secure delivery of an attractive and affordable ticketing solution in order to deliver an excellent Ticketing offer.
- Collaborative working with other members of the organisation to deliver departmental and Strategy objectives.

Knowledge, Skills, Behaviours and Experience Required:

Knowledge:

A-Level Maths, Economics or similar numerate subject or equivalent	E	A
A relevant degree, transport qualification or equivalent level of professional attainment	D	A
Part professionally qualified (CILT) or equivalent	D	A
Professional sector knowledge – <i>Applies policy and practice</i>	E	I

Skills:

Administration skills – <i>Completes core processes</i>	E	I
Analytical and numeric skills – <i>Interrogates and analyses data to gather relevant information</i>	E	A/I
Computer literacy skills – <i>Uses computer technology to support performance</i>	E	A/I
Financial and commercial awareness – <i>Maintains good financial control over resources within their department</i>	E	I
Literacy skills – <i>Effectively communicates via written media</i>	E	I
Project management skills – <i>Manages own contribution to project success</i>	E	I

Behavioural Competencies:

<u>Living our Values:</u>		
Customer & Stakeholder Driven – <i>Works to add value for the customer/ stakeholder</i>	E	A/I
Team Working – <i>Values others perspectives</i>	E	A/I
Integrity & Respect – <i>Models and promotes organisational values</i>	E	I
Achieving & Challenging – <i>Seeks to exceed and deliver more</i>	E	I
<u>Delivering With & Through Others:</u>		
Building & Managing Relationships – <i>Identifies key relationships</i>	E	I
Influencing & Persuasion – <i>Calculates the impact of their actions and words</i>	E	I
Flexible & Adaptable – <i>Applies procedures flexibly</i>	E	I
<u>Delivering Our Objectives:</u>		
Embracing Change – <i>Ensures a vision for change is heard</i>	E	I

Developing Self & Others – <i>Offers suggestions and supports others</i>	E	I
Research with External Focus – <i>Digs deeper for answers</i>	E	I
<u>Determining Our Agenda:</u>		
Initiative – <i>Reacts rapidly</i>	E	I
Strategic Focus & Critical Reflection – <i>Uses past learning experience</i>	E	I
Decision Making – <i>Operates within formal authority</i>	E	I

Experience:		
Previous proven experience within a relevant role	E	A/I
Proven experience in the analysis of complex data sets in a practical environment	E	A/I
Experience in product development	E	I
Experience of data analysis in a government or public transport environment	D	A/I

Post Holder:	Line Manager:
Agreed by:	Agreed by:
Date:	Date:

ACCEPTED AND REGISTERED IN HUMAN RESOURCES:
Agreed by:
Date:

