

Customer Strategy Executive

Company:	East West Railway Company
Location:	London initially, then based in the Oxford-Cambridge corridor
Basis:	Permanent
Role Summary:	Supporting the development and managing the customer strategies and capabilities
Team dimensions:	Reporting directly to the Head of Customer Strategy

Would you like to be at the forefront of the changing landscape of the rail industry?

A little bit about us:

East West Rail is a proposed new rail link between Oxford, Milton Keynes, Bedford, Cambridge and potentially beyond. As part of the wider plans for this strategically important corridor, it is one of the most high profile infrastructure projects in the UK today. The new railway will improve local connectivity and serve as a catalyst for economic development and the creation of new housing, as well as significantly reducing existing journey times.

We are building a diverse team and we welcome people with different types of experience and outlook.

We offer a truly breath-taking opportunity to:

- Innovate, positively disrupt and make impactful decisions
- Openly share your ideas and knowledge
- Be part of a passionate, diverse and friendly team
- Learn, develop and build the career of your dreams
- Have the right work-life balance through flexible working arrangements
- Be rewarded and recognised for your input

Key accountabilities:

- Act as a champion of customers across EWR Co., establishing strategies and processes to ensure customers are at the heart of everything undertaken by or on behalf of EWR Co.
- Work to define the customer strategy and proposition for EWR Co using the Service Design approach and tools including, personas, customer journeys and concepts.
- Develop, manage and analyse the customer journeys including integration with local transport networks
- Support the Head of Customer Strategy in establishing an insights approach aimed at informing EWR Co's customer experience strategy
- Work with the design, delivery and engineering teams to ensure that the customer vision, journey and its requirements are fully considered and incorporated at the earliest possible stage in scheme development.
- Provide customer perspective to review and improve services and operations strategies as they are defined
- Support the definition of pricing/ticketing strategies, informed by demand analysis and research colleagues

Experience and skills

- At least 5 years' experience in a comparable position supporting complex customer strategy programmes.
- Experience of holding roles in fast paced and complex environments during the setup of a new organisation.
- Delivering large scale projects with specific expertise in Growth Strategy, Market Entry, Customer Strategy, Digital Strategy, Pricing
- Expertise of Customer Strategy from both an implementation and definition perspective
- Proven track record of delivering sustainable customer led improvements via service design and delivery
- Excellent knowledge of general business processes and organisational frameworks, such as goals, strategy, culture and structure
- Entrepreneurial flare, experience of building teams and developing propositions
- Strong analytical and problem-solving skills

Education and qualifications

- Preferably a bachelor's degree or equivalent experience and training (an emphasis on customer or design is advantageous)

You will need to have the right to work in the UK.

Join the team!

Please send your resume and a covering letter explaining why you are interested in the role and meet the above experience requirements to: recruitment@eastwestrail.co.uk