

Customer Strategy Executive

Employer:	East West Railway Company
Location:	Milton Keynes
Basis:	Permanent
Role Summary:	Supporting the development of, and managing the customer strategies and capabilities
Team dimensions:	Reporting directly to the Head of Customer Strategy

A little bit about us:

East West Railway Company is a new and exciting opportunity to be at the forefront of the changing landscape of the rail industry, delivering substantial fast-paced improvement to modernise the railway.

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.

In the 2017 Budget, it was announced that the East West Railway Company would be established to bring new drive and focus to the project. The Secretary of State for Transport recently launched the company, highlighting its role to bring innovation, to deliver more quickly and cost-effectively than existing models, and to develop competition with Network Rail.

The company is now scaling up significantly as it has taken on delegations and obligations relating to the delivery of the Western Section and Central Sections of the scheme, which will provide both innovative upgrades to existing track and to design then construct new infrastructure.

Responsibilities and accountabilities

- Contribute to the development of 'customer strategy' objectives right across the business and ensure alignment with the overall EWR Co. objectives and targets
- Project manage the various work streams required in order to deliver the customer experience strategy
- 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
- Provide thought leadership and innovation, monitoring trends in customer experience and expectations within transport and other sectors
- Proactively look to drive cost, time and wasted effort out of programmes to provide value for money for the customer
- Manage on an ongoing basis the Customer Strategy Team budget
- Take responsibility of your own and others' health and safety by adopting and working to the EWR Co. Health and Safety principles
- Co-operate with EWR Co. in all matters relating to health and safety, including following safe working procedures at all times
- Act as a role model for EWR Co.'s vision and values, behaving in ways that are aligned with EWR Co.'s Ways of Working, as well as encouraging and supporting others to do so too
- Promote diversity in the workplace and adopt appropriate behaviour when interacting with colleagues

Team dimensions

- Highly strategic role
- Directly reporting to the Head of Customer Strategy
- Opportunity to shape the ways of working across the organisation

Experience and skills

- At least 3 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.
- Knowledge and experience of project management in a customer environment
- Delivering large scale projects with specific expertise in customer experience
- 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
- Experience and strong understanding of working in matrix team working environments
- Strong leadership, people and team management skills
- Excellent communication and presentation skills
- Strong ability to engage, influence and manage stakeholders
- Strong organisation skills including forecasting and budgeting

Education and qualifications

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

What we offer:

- Competitive base salary
- Up to 20% bonus based on individual and company performance
- Up to 12% employer's pension contribution
- 33 days holiday a year (including bank holidays) + up to 5 days to buy
- Life insurance
- Employee Assistance Programme
- Perks platform with hundreds of discounts and freebies
- On-the-spot and annual awards
- Advanced learning and development programmes
- Great work-life balance and flexible working opportunities
- Enhanced family-friendly policies
- Exceptional IT tools

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