EAST WEST RAILWAY COMPANY
HEAD OF CUSTOMER STRATEGY

ABOUT EAST WEST RAILWAY COMPANY

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 prepares to take on 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.

Location: London initially, then based in the Oxford-Cambridge corridor
Basis: Permanent
Role Summary: Unique opportunity to support the development of a nationally significant infrastructure project currently in its initial stages through developing and managing the customer strategies and capabilities in this new organisation.

RESPONSIBILITIES AND ACCOUNTABILITIES

As Head of Customer Strategy for the East West Rail scheme you will:

• 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.
• Manage and analyse the customer journeys including customer experience and integration with local transport networks
• Work with the design, delivery and engineering teams to ensure that the customer journey is fully considered at the earliest possible stage in scheme development.
• Provide customer perspective to review and improve services and operations strategies as they are defined
• Advise on pricing / ticketing strategies, informed by demand analysis
• Provide thought leadership and innovation, monitoring trends in customer service and expectations within transport and other sectors
• Build and maintain strong working relationships across the organisation, acting as a single point of contact for customer initiatives
• Proactively look to drive cost, time and wasted effort out of programmes to provide value for money for the customer
• Contribute to the development of ‘customer strategy’ objectives right across the business and ensure alignment with the overall EWR Co. objectives and targets
• 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

EXPERIENCE AND SKILLS

As Head of Customer Strategy for the East West Rail scheme, you will have with at least 5 years’ experience in a comparable position leading complex customer strategy programmes.

Preferably, you will also have some experience of holding roles in fast paced and complex environments during the setup of a new organisation.

Your skills and experience will include:

• Delivering large scale projects with specific expertise in Growth Strategy, Market Entry, Customer Strategy, Digital Strategy, Pricing
• Expertise of Customer Strategy from both a strategic and implementation perspective
• Proven track record of delivering sustainable customer led improvements via design and delivery
• Experience in driving innovation and change in an established industry or organisation
• 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

EDUCATION AND QUALIFICATIONS

• Bachelor’s degree or equivalent experience and training (an emphasis on business or technology is advantageous)
• You will need to have the right to work in the UK.

APPLICATIONS

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