

Job Title:	Commercial Apprentice	Location:	Rail House
Department:	Ticketing and Retail Team	Reports to:	Head of Ticketing and Retail
HR Contact:	HR Business Partner	Financial Accountability:	N/A
People Responsibility:	N/A	Is this role safety critical?	No
Does the role have a dedicated deputy?	Not	Name if Yes	Click here to enter text.

1. CONTEXT OF THE ROLE:

PURPOSE OF THE JOB

The Commercial Apprentice is key in ensuring business as usual retail systems run smoothly and in supporting the wider Commercial function. Core responsibilities include monitoring and maintenance of systems related to retailing, gate lines and platform validators, ensuring PCI Compliance regulations are followed for Pin Entry Device moves, as well as providing support for the Marketing, Customer Relations and Commercial teams as detailed below. Training is provided on all related systems and processes.

JOB ACCOUNTABILITY

The Commercial Apprenticeship is an opportunity for learning and development through on the job training and shadowing. The role will equip the postholder with the knowledge to really support the day to day running of Merseyrail's ticketing and fares systems as well as gaining board commercial experience. Tasks that will be covered in the training are detailed below:

- Daily monitoring and routine maintenance of ticket vending machines (TVMs), Platform Validators (PVALs), ticket gates and season ticket database back-office systems.
- Contract management support, working with suppliers to report faults, review the service reports they provide and attending supplier service review meetings.
- Assist the Sales and Retail Manager in fares setting and proofing new fare changes.
- Complete training in using the fares setting Product Management System (PMS) and in fares setting TSA requirements.
- Based on information provided by the rest of the ticketing team, draft briefs for station and revenue protection teams, informing them of ticketing changes.
- Maintain the PCI asset register for station ticket office Pin Entry Devices (PEDs) and manage movement of PEDs, following compliance procedures. Perform spot checks to check the location of devices is being recorded accurately.
- Assist in maintaining user lists for ticketing systems.

- Learn how Merseyrail generates reports, using sales/earnings and commissions data to add insight into customer behaviour.
- Assist in maintaining ticketing system hardware spares and learn how to perform PVAL swap outs.
- Complete training in how ticket acceptance and data is set up in gate and TVMs systems.
- Support testing activity regarding any new fares and retail projects and upgrades to existing systems.
- Work with the Marketing team to ensure that station posters are kept up to date, displaying the correct mixture of marketing campaigns and passenger information.
- Working with the Marketing team and Merseyrail printers to support preparing stations for local events with additional signage.
- Supporting the commercial team with processing and packaging of online sales orders and admin support for the Mtogo stores team.
- Shadowing in meetings with commercial partners.
- Covering annual leave in the social media team. This will involve providing service updates and answering passenger queries sent through social media. Full training will be provided.
- Assisting in the day-to-day duties of the Commercial function to gain a full understanding of how the department works with the business.

2. ROLE ESSENTIALS

DECISION MAKING AUTHORITY

- Provide accurate and timely data reports

MOST CHALLENGING/DIFFICULT PART OF THE JOB

- Ability to understand and maintain multiple technical systems.
- The postholder should have exceptional attention to detail to ensure fares and system details are maintained with accuracy.
- The postholder should be able to work with various suppliers and teams across the business, sometimes to tight deadlines and be flexible in their approach to their work.

PRINCIPLE ACCOUNTABILITIES

- Continued Professional Development
- Proactive approach to managing responsibilities
- Ensure accuracy and regular monitoring and management of BAU systems
- Work as a team, providing support across the Commercial function.

EXPERIENCE, KNOWLEDGE, QUALIFICATIONS AND TRAINING

- Knowledge of Microsoft Office packages. Excellent IT skills
- Excellent communication skills, both written and oral
- Educated to GCSE standard or equivalent with a good standard of Math's and English (9-4*)
- Willing to undertake and complete a professional safety qualification

3. BEHAVIOUR ESSENTIALS

Please refer to "Your PDR Discussion Employee Guide" for further detail on "what good looks like" for this Grade level.

Values and Behaviours	How will I be measured?
GENUINE <ul style="list-style-type: none"> • Welcoming • Build trust and respect • Consistent and honest • Understands the customer • Respectful • Straight forward 	<ul style="list-style-type: none"> • Demonstrates a team player attitude with an enthusiasm to learn and support teams in times of high pressure. • Has the ability understand technical systems and eventually act as an advisor to other areas of the business reliant on those systems. • Demonstrates excellent communication skills and builds trusted relationships with colleagues and suppliers.

PROFESSIONAL <ul style="list-style-type: none">• Has a positive attitude• Delivers what’s needed• Communicates clearly• Pride in high quality detailed work		<ul style="list-style-type: none">• Upholds the highest standards and attention to detail and expects the same from others.• Shows commitment to his/her role, in both individual responsibilities and when working as a team.• Is confident to challenge poor standards and practices and does so in the right way.• Uses the right form of communication to get the job done.	
PROACTIVE <ul style="list-style-type: none">• Focuses on improvement• Supports others• Takes responsibility		<ul style="list-style-type: none">• Identifies potential issues and provides suggestions for improvements based on data and trends.• Provides appropriate information enabling others to make the right decisions. <p>Takes ownership of queries/issues without unnecessarily passing them on</p>	
INCLUSIVE <ul style="list-style-type: none">• Connected thinking• Stakeholder management• Promoting diversity		<ul style="list-style-type: none">• Uses all available opportunities to build and strengthen a network• Listens and responds with empathy• Supports and includes all colleagues, demonstration an understanding of others needs	
Last Updated By:	Jen Abram	Date	07/02/2023