

Job Description

Job Title:	Fares and Retail Systems Manager	Location:	Rail House
Department:	Commercial	Reports to:	Head of Ticketing & Retail
HR Contact:	HR Business Partner	Financial Budget:	TBC
People Responsibility – how many staff; what role	None	Is this role safety critical?	No
Does the role have a dedicated deputy?	No	Name if yes	N/A
Select the management level:	Middle Manager		

1. CONTEXT OF THE ROLE:

PURPOSE OF THE JOB

The Fares and Retail Systems Manager is responsible for implementing fares changes, managing ticketing infrastructure suppliers and distributing ticketing information to the wider business. The role is integral to the efficient running of business as usual systems and the fare settings process. The role is based within the Ticketing team however the role works collaborative with the Senior Revenue Analyst and Merseytravel.

JOB ACCOUNTABILITY

- Manage the fare setting rounds including implementing prices and gaining necessary internal and external approval.
- Maintain fares by identifying, challenging and correcting fare anomalies.
- Work with the Senior Revenue Analyst and Finance Business Partners on Merseyrail's ticketing fare reviews and comparisons, pricing recommendations, ticket product reviews and on risk and reward forecasts.
- Maintain business as usual systems, working with suppliers and station teams to ensure that, ticket office systems, ticket vending machines, platform validators and gate lines are running reliably and exceed the needs of the customer. Introductory training on each of the specific supplier's systems is provided.
- Closely monitor and manage supplier costs and POs.
- Conduct regular service reviews with suppliers to ensure that Service Level Agreements are met and any required system updates are coordinated and deployed efficiently.
- Work closely with Merseyrail's Audit team to ensure that all PCI-DSS and fare settings procedures are met.
- Collaborate with the Senior Revenue Analyst, wider Marketing & Revenue team and use available data to suggest, implement and measure new tickets, while simultaneously ensuring Merseyrail's own product offering is as streamlined and relevant as possible.
- Monitor ticket sales and retailing patterns to understand revenue risk and opportunities.
- Use Lennon, Qlikview and gate data to analyse sales and behaviour to support other functions in the business, particularly stations and revenue protection for the generation and protection of revenue.
- Stay up to date on industry ticket developments, raising any implications for Merseyrail in relevant groups.
- Create briefs for the wider business on any changes to tickets and their acceptance.
- Prepare sales and ticketing reports for internal use and stakeholders including Merseytravel and RDG.

- Support the implementation, transition, growth and maintenance of future ticketing including systems support and testing.
- Provide retail training and support to volunteers assisting with additional ticket sales for large events on the Merseyrail network such as the Grand National.
- Configuration of smart products across both retail and validation devices.
- Production and maintenance of test plans.
- Develop and manage inventory control for all retail assets.
- Support change management process across retail estate.
- Provide retail related support to colleagues across the business and proactively escalate any issues to the Head of Ticketing & Retail.
- Work closely with Head of Ticketing and Retail to monitor supplier KPIs to assure that service levels are being managed according to contracts.

2. ROLE ESSENTIALS

DECISION MAKING AUTHORITY

- Management of fare setting rounds, fare anomalies and ticket acceptance or rejection to minimise revenue risk and maximise revenue benefit to Merseyrail.
Management of appropriate supplier and stakeholder relationships, KPIs and contract management as agreed with the line manager.
- Sharing relevant data internally for the commercial benefit of Merseyrail.

MOST CHALLENGING/DIFFICULT PART OF THE JOB

- In depth analysis of multiple data points to identify key trends and insights
- Attention to detail and knowledge required for fares setting and ongoing management.
- Stakeholder and supplier management
- Range of responsibilities

PRINCIPLE ACCOUNTABILITIES

- All aspects of fare management
- Supplier and retail system management
- Data analysis and insights

KEY SAFETY ACCOUNTABILITY

Safety is everyone's responsibility within Merseyrail. You're responsible for your safety and the safety of others such as colleague's and passengers. As an employee you're expected to understand and apply our safety values and ensure they are visible in all you do

EXPERIENCE, KNOWLEDGE, QUALIFICATIONS AND TRAINING

- Up to date knowledge of appropriate legislation and regulatory requirements.
- An adaptable management style and ability to influence others to get results.
- Experience of contract management.
- Excellent communication skills.
- Experience in rail fare setting and management beneficial.
- Analytical skills and ability to understand and effectively communicate technical information.

3. BEHAVIOUR ESSENTIALS	
Please refer to “Your 121 Discussion Employee Guide” for further detail on “what good looks like”, together with the Customer Experience programme for this Grade level.	
Values and Behaviours	How will I be measured?
<p>GENUINE</p> <p>Shows commitment to their role and to Merseyrail. Open with everyone and ensures our values are visible and transparent in all they do.</p>	<ul style="list-style-type: none"> Shows an active interest in business initiatives. Knows who to approach for help, and is confident in doing so. Adopts a style that is appropriate to the situation Uses initiative but knows who to approach for help Seeks to meet the needs of the customer, and takes responsibility for the actions required. Is open minded and flexible. <p>Delivers a clear, consistent, unambiguous message focusing on key issues.</p>
<p>PROFESSIONAL</p> <p>The requirement to inspire through setting clear goals, defining and delivering short and long term aims and objectives for the business. A drive to get the job done on time, to cost and to the agreed standard; being open and receptive to feedback to make things better and to improve the business.</p>	<ul style="list-style-type: none"> Has an awareness of the strategy for their area of the business – has a clear purpose. Takes ownership of problems until they are resolved. Does what it takes to get the job done safely, effectively and to high standards Meets deadlines. Has a clear purpose and objective behind communication.
<p>PROACTIVE</p> <p>The ability to think long term, showing motivation to strive towards achieving challenging goals and high standards; making continual improvements in the way things are done and having the confidence to make things happen.</p>	<ul style="list-style-type: none"> Is aware of the projected direction of the industry and its potential impact upon internal strategies and plans. Values people and their contribution. Is aware of how external influences might impact upon the business. Picks up problems and deals with them, without unnecessarily passing them upwards. Thinks on his/her feet and is willing to try different and innovative solutions to meet customer needs.
<p>INCLUSIVE</p> <p>Establishes and uses networks inside and outside the company and then builds effective relationships through understanding and being open to different approaches, backgrounds, values, beliefs and</p>	<ul style="list-style-type: none"> Maintains on-going communication with all relevant parties. Keeps in contact, seeks to strengthen relationships at every opportunity.

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organisations; always understands how difference contributes to the success of the business.		<ul style="list-style-type: none"> • Shapes communication style and behaviour to meet the needs of different audiences. • Provides support without removing responsibility. 	
Last Updated By:	Jen Abram	Date	27/02/2023