

CITY OF HAMILTON

UPDATED JUNE 2017**PUBLIC WORKS DEPARTMENT****(TRANST DIVISION – TRANSIT CUSTOMER EXPERIENCE & INNOVATION SECTION – LOCATION – 2200 UPPER JAMES STREET)****MANAGER, TRANSIT CUSTOMER EXPERIENCE & INNOVATION****SUMMARY OF DUTIES**

Reporting to the Director of Transit, the Manager will be responsible for directing and managing all aspects of the Transit customer experience (conventional and specialized). They will be accountable to the Director for the development, implementation and continual improvement of customer service and marketing strategies and programs designed to maintain and enhance customer relationships, grow Transit ridership and meet organizational and operational objectives in a timely and cost effective manner. They will also be responsible for directing the team responsible for the design and functionality of the Transit computer systems and software.

The Manager will instil an exceptional customer service focus and integrate service excellence and innovation into the strategic and operational mindset of all staff. They will set above average standards related to customer experience and lead by example. They will possess a demonstrated record of strong leadership and guidance, technical competence, customer focus, team advocacy, staff delegation and empowerment, staff development, including mentoring to subordinate staff, and be committed to results. They will also possess a high level of integrity and be an excellent communicator.

GENERAL DUTIES

Develops and implements transit (conventional and specialized) customer service and marketing strategies and programs and undertakes continual improvement of such programs.

Manages the design and functionality of the transit computer systems and software.

Manages and coordinates all marketing, advertising, promotional and customer service staff and activities.

Identifies marketing opportunities by conducting marketing research, assessing current market conditions, identifying customer requirements and defining markets.

Develops and implements customer experience and service policies, standards and procedures.

Monitors industry best practices related to the Transit customer experience and applies best practices to areas of improvement.

Takes ownership of customer issues and ensures issues are followed through to resolution

Manages the retention of accurate records and documentation of customer service actions and discussions.

Manages the acquisition and / or development, and implementation of information technologies to enable operational and business processes to meet customer needs

Analyzes data from various sources and compiles accurate reports.

Develops and manages key portions of the Division's Capital and Operating budgets related to customer experience programs.

Participates in the overall strategic planning and direction of the Transit Division as a member of the Transit Leadership Team. Also, as part of the Transit Leadership Team, the Manager develops, monitors, analyses and reports on key performance indicators related to the programs.

Provides creative leadership and direction to staff within the Section, including the promotion of teamwork and integration between internal and external parties participating in cross functional and cross program initiatives.

Analyzes information, writes reports and provides professional advice and recommendations for approval by the Director.

Participates and regularly acts as spokesperson in discussions/presentations to other City Departments, Committees/Council, other levels of government and agencies, stakeholders, the public and the media. They will attend various Committee/Council and public meetings as required.

Empowers and develops reporting staff to perform their work in an independent manner.

The Manager will perform other duties as assigned which are directly related to the responsibilities of the position.

The Manager works in accordance with the provisions of applicable Health and Safety legislation and all City of Hamilton corporate and departmental policies and procedures related to Occupational Health and Safety.

Participate in the negotiation of the collective agreements.

Required to work during labour disputes or other work stoppages and to perform a variety of added duties during these events.

QUALIFICATIONS

1. Proven knowledge in customer service and/or marketing normally acquired by attaining a degree in business administration or marketing or any combination of education, training and experience deemed equivalent.
2. In-depth knowledge of customer service and marketing principles and practices gained through previous extensive experience managing such programs including budgeting and fiscal control. Experience in a Public Transit setting and experience with advanced Transit custom software applications skills is an asset.
3. Proven management experience gained through progressively more responsible positions preferably in a municipal environment.
4. Considerable experience in the development of capital budgets including planning, scheduling, prioritizing, monitoring and costing of projects and in the development and management of

operating budgets.

5. Proven organizational, analytical and problem solving skills and the ability to work with very tight deadlines and competing priorities.
6. Excellent interpersonal, customer service and public relations skills with proven track record of developing effective relationships.
7. Excellent written and verbal communication skills, facilitation skills and presentation skills including significant experience in the preparation of documents and technical reports. Previous experience preparing reports to Council an asset.
8. Experience in organizing, presenting, facilitating and negotiating with diverse stakeholders and user groups and ability to deal effectively with elected officials, representatives of other levels of government, management, peers, staff and the general public.
9. Must possess thorough knowledge of the current suite of Microsoft productivity tools, including PowerPoint, Excel and Word. Microsoft Project and web-based applications an asset.
10. Thorough knowledge and understanding of statutes, regulations and by-laws affecting the department/section.
11. Demonstrated knowledge of the Health and Safety Act and applicable regulations as it relates to the position.