



## Job Description Form

### Our Purpose

To provide safe, customer-focused, integrated and efficient transport services.

**Position Title**

Manager Customer Service and Experience

**Level**

8

**Position Number**

30170  
(Nominated)

**Division/Directorate**

Transperth Train Operations

**Branch/Section**

Customer Service

**Effective Date**

October 2025

**Health Task Risk Assessment Category**

4

### Reporting relationships

Superordinate: General Manager Transperth Train Operations, Class 2

Subordinates: Assistant Manager Customer Service, Level 6

Passenger Service Manager Perth, Level 5

Passenger Service Managers for Armadale, Fremantle/Midland, Yanchep, Mandurah,

Ellenbrook and Airport Lines, Level 4

### Key role of this position

As head of the Customer Service and Experience Branch, the Manager Customer Service and Experience provides strategic leadership, management, and advice regarding the effective delivery of a quality service and experience for all customers utilising the services provided by Transperth Train Operations, including the planning, management and delivery of special events services.

### Core duties and responsibilities

#### Strategic Leadership and Management

- Leads the development, implementation and monitoring of operational and strategic customer service policies, standards, guidelines, procedures and KPI's.
- Ensures a robust business management environment that meets all corporate governance, risk, and audit standards, adapting to changes as needed.
- Develops and communicates a clear vision to branch staff, clarifying their purpose and alignment with organisational and business objectives.
- Develop and maintain a safe and supportive work environment by proactively addressing psychosocial hazards and grievances, while effectively supporting staff through workers' compensation and return-to-work processes.
- Enhances systems and procedures to ensure positive passenger experiences on PTA urban rail services, at stations and in carparks.
- Develops and implements procedures for effective management of passengers including for special events, and for planned and unplanned disruptions.
- Ensures the development of roster management solutions are consistent with relevant industrial agreements, budgets and established guidelines.
- Contributes to the strategic direction of events planning for public transport systems
- Contributes to the strategic direction of passenger management for the purposes of operating higher-frequency train services

## People Management

- Builds a motivated and productive team, offering staff career and professional development opportunities.
- Ensure continuous improvement in branch work practices by promoting and leading innovation.
- Ensures staff competency aligns with legislative changes and the competency-based framework for service delivery.
- Deploys customer experience resources to address strategic priorities and achieve divisional objectives.
- Manages the formulation and monitoring of the annual Customer Service & Experience Branch budget.
- Provides high level and strategic advice on customer service delivery and its integration with, and influence on TTO's business.

## Relationship and Stakeholder Engagement

- Develops and implements strategic plans and policies, continuously improving systems to enhance safety, performance, customer experience and satisfaction.
- Collaborates with stakeholders to identify risks, opportunities, and priorities, providing strategic advice on emerging issues affecting PTA's performance and obligations.
- Actively pursues the development of strategic alliances with external parties for the benefit of the public transport urban passenger rail system.
- Contributes to the strategic planning and direction of Transperth Train Operations as a member of the senior management team.

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## SELECTION CRITERIA

### 1. Core Competencies

- A tertiary qualification and/or relevant professional experience in business management, customer contact or other related discipline.
- Extensive knowledge and experience leading the delivery of customer services to a diverse client base.
- Demonstrated understanding of contemporary customer service principles, issues and trends.
- Extensive project management experience in a public transport or similar industry.

### 2. Leadership and Management

- Extensive senior management experience in a multi-disciplinary business or other relevant organisation, including a demonstrated ability to:
  - Facilitate workforce effectiveness through empowering, motivating and developing people.
  - Lead and encourage organisational and cultural change.
  - Proactively identify and anticipate risk, by articulating steps to minimise or prevent it.

### 3. Communication and Interpersonal

- Exceptional interpersonal and communication skills (verbal and written), with a proven ability to influence, engage and sustain productive relationships with diverse stakeholders at all levels
- Exhibit advanced negotiation skills, identifying key issues and resolving conflicts effectively.

### 4. Conceptual, Analytical and Problem Solving

- Highly developed conceptual, analytical and problem-solving skills.
- Demonstrated ability to undertake high level research, analysis and benchmarking

### 5. Personal Attributes

- Commits to public sector values, operating with integrity and professionalism, and encouraging these standards in others.
- Proactively engages in personal development and develops others.

### 6. Organisation

- Highly developed project management, planning and organisation skills, including the ability to provide teams and individuals with a clear and consistent vision, direction and feedback.
- Extensive experience in planning and managing varied operations in a dynamic environment.

**7. Special Requirements**

- Satisfactorily completes required medical exams to verify physical fitness for the role.
- Provide a National Police Clearance certificate dated within 3 months or less of application.
- Possession of a current Western Australian 'C' Class Driver's License or equivalent.
- Ability to travel intra/interstate and work outside ordinary business hours.
- Cancellation of the appointment will occur if applicants do not meet the requirements below within agreed time.
  - Electrification Safety and Awareness

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**Certification**

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

**Managing Director / Executive Director / General Manager**

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**Signature  
Employee**

.....  
**Date**

I have read and accept the responsibilities of the Job Description Form.

The position's duties are to be performed in accordance with the PTA's Code of Conduct and the PTA's Values.

.....  
**Signature**

.....  
**Date**