

Join Team TravelMaster General Manager

£39,600 Per Annum
Sheffield



Job Purpose:

The TravelMaster Team is responsible for the development, administration, and delivery of TravelMaster ticketing products and has the aim of encouraging multi-modal transport use and patronage growth through flexible and value for money ticketing.

The General Manager is responsible and accountable to the Chair of the TravelMaster Board for the leading that team and for overseeing the commercial development and performance of the TravelMaster ticketing scheme; a scheme that delivers popular brands such as the CityWide, CityBus & SYConnect Products.

The successful candidate will be employed by **First South Yorkshire Limited** and seconded to **SCR Ticketing Company Limited** (trading as TravelMaster) for the duration of their employment.

The Terms & Conditions of employment will be set by First South Yorkshire Limited as the employer but will include a contributory pension scheme.

Additionally the candidate will enjoy free travel across public transport in the region too.

Duties & Responsibilities:

- a. Oversee the development of the catalogue of TravelMaster Products; leading on all aspects of product life cycle and performing routine and ad hoc reviews of products to ensure the range aligns with changing market factors and changing consumer and political needs.
- b. Lead TravelMaster's operational and commercial relationship with Participating Operator Management to Managing Director & Group level. Responding to, and providing clarity on, the introduction of products, the acceptance of products and any issues arising from the deployment of TravelMaster Commercial policy.
- c. Lead the delivery and development of Sales Revenue reconciliation and Allocation processes for each financial period ensuring accuracy and resilience at all stages and provide responses to operators' queries or concerns arising from this process to Managing Director or Group level.
- d. Develop, and oversee the delivery of, a comprehensive marketing and communication plan for TravelMaster across the full range of TravelMaster Products, Retail Partners, Bus Partnerships and for the TravelMaster brand generally. Establishing and managing service contracts and partnerships and overseeing the reputation of the TravelMaster brand externally.
- e. Develop, and oversee the delivery of, TravelMaster's retail plan through the co-ordination of existing retail channels, contract management of TravelMaster's relationship with retail providers and through managing the negotiation, development, and deployment of new and emerging retail agent opportunities.
- f. Act as company secretary and ensure statutory requirements are met; organisation of board meetings and AGMs, preparing agendas and taking minutes.
- g. Act as project sponsor (where appropriate) for technical projects around the fulfilment and delivery of TravelMaster products and proactively identify opportunities for new innovations to improve and refine the TravelMaster commercial offer and the delivery of that offer for customers.

h. Lead the development and negotiation of commercial partnership opportunities for TravelMaster; working with organisations locally and regionally to develop mutually beneficial partnerships to increase access to public transport within the Sheffield City Region whilst ensuring continued growth of TravelMaster's business to business and niche sales revenue.

i. Lead the implementation of new revenue apportionment methodologies for TravelMaster; considering the increasing use of smartcard products and other emerging validation technologies, ensuring methodologies are statistically robust and compliant with the Ticketing Scheme Block Exemption and CMA Guidance.

j. Determine TravelMaster's budgetary requirements; through setting sustainable budget heads for all operating costs in line with agreed percentage cost of sale rates' and a need to ensure best value procurement and presenting these for approval at Board level.

k. Lead the delivery, deployment and development of ITSO technological protocols and the technical deployment of ITSO compliant products for TravelMaster; ensuring the development and delivery of robust quality assurance processes and testing regimes for all ITSO TravelMaster products.

l. Lead and specify briefs commissioning market research projects and other relevant commissioned work to underpin commercial & strategic decision-making processes undertaken by the post holder and by the TravelMaster Board.

m. Oversee any requests for TravelMaster data by third parties and ensure TravelMaster is compliant with the confidentiality requirements arising out of the Data Protection Act, the specific commercial confidentiality requirements set by the Ticketing Scheme Block Exemption/Operators and vetting any requests for data to determine the suitability and legality of any disclosure.

n. Any other duties commensurate with the post as directed by the TravelMaster Board/Panel.

Qualifications & Knowledge

- a. A degree, or equivalent professional attainment in a relevant subject – **Preferred**
- b. Extensive knowledge of product development processes and requirements – **Essential**
- c. Knowledge of the Ticketing Scheme Block Exemption and the CMA Guidance for Multi-Operator Ticketing Schemes – **Preferred**
- d. Professional sector knowledge – **Preferred**
- e. Knowledge of the current and emerging best practice in ticketing product and service development - **Preferred**

Experience & Skills

- a. Relevant experience in a similar commercial product development and management role - **Essential**
- b. Experience in development, negotiation and agreement of complex commercial agreements and arrangements with stakeholders and partners - **Essential**
- c. Experience in the analysis of complex data sets in a practical environment – **Essential**
- d. Experience of using analytical tools for cost analysis and reimbursement allocations – **Preferred**

How to Apply:

Send an up to date CV & supporting Statement/Cover letter to
recruitment@sytravelmaster.com

Closing date for applications is **midnight Friday 13th August 2021.**