

## ROLE DESCRIPTION

<b>Job Title</b>	Franchising Commercial and Finance Manager
<b>Salary Band</b>	51-55
<b>Reporting to</b>	Head of Franchising
<b>Directorate</b>	Place
<b>Service Area and sub area</b>	Transport
<b>Team</b>	Franchising
<b>Political Restriction</b>	N/A

<p><b>1. Primary Purpose of the Post</b></p> <p><b>Background:</b></p> <p>The Liverpool City Region Combined Authority is embracing a once in a generation opportunity to integrate and improve our public transport network, aiming to make journeys quicker, cheaper, greener, and more reliable. Buses are at the heart of our Liverpool City Region transport network, with more than 400,000 journeys by bus every day – accounting for over 80% of all trips on public transport. The most vulnerable in society rely most on the bus network, helping them out of social isolation and into work. For these reasons, the Liverpool City Region wants to see a thriving, affordable and sustainable bus network, with a strategic approach driving a better customer experience and patronage growth.</p> <p>Following a major public consultation in summer 2023, Liverpool City Region Mayor Steve Rotheram made the landmark decision to move to a bus franchising model in the region, bringing bus services into public control and giving greater control over fares, routes, and timetables, allowing services to be operated in the interests of local bus users.</p> <p><b>Purpose of the Post</b></p> <p>As Commercial and Finance Manager for Bus Franchising, you will bring a fresh approach to how we align our ambitions to increase patronage and maximise commercial opportunity, ensuring that the bus franchising plans represent value for money for the Liverpool City Region.</p>
<p><b>2. Your responsibilities</b></p> <p>You will be the lead for all aspects of the Commercial and Finance activities of the Bus Franchising Programme. This will involve significant interaction with internal and external stakeholders.</p> <p>You will lead a team who will be responsible for:</p> <p><b>Finance:</b></p>



- Ensuring that all bus franchising plans are properly costed and all key assumptions sense-checked in the most objective way possible
- Ensuring major decisions are informed by extensive scenario-planning and optioneering
- Maintaining a financial model – which will guide the financial management of the franchising programme - with strict version control
- Providing future forecasts and draft budgets as required

#### **Contracts and Procurement:**

- Providing all necessary financial inputs to the design of the procurement process, the evaluation of bids once received and leading on financial inputs to any contract negotiation
- Procuring operators to run the network in line with the programme timescales
- Developing all key financial and commercial processes which will underpin the relationship between franchised operators and the Combined Authority
- Establishing a Performance Management Regime that meets the overall aims of Bus Franchising

#### **Commercial:**

- Evaluating the various activities that will be required to run bus operations in the franchised world, assessing whether these should sit with franchised operators or with the Combined Authority, particularly regarding considerations around control, risk and financial impact
- Ensuring that the tender specification/design takes these issues into account, making it clear what the respective roles of the operators and the Combined Authority will be
- Evaluating all tender bids from a commercial perspective, ensuring that the contracts put in place have the best chance of achieving the desired outputs – increased patronage as a result of high-quality bus services within the financial affordability parameters set down by the Combined Authority

### **3. General Corporate Responsibilities**

#### **Demonstrating the right culture and communicating effectively**

- Continuously demonstrating the behaviours of LCR First, Respect and Action Focused
- Regular dialogue and positive business relationship building with internal and external colleagues
- Sharing knowledge and information with others.
- Building personal and departmental credibility
- Participating in work to ensure that the wider CA (Combined Authority) is ready for Bus Franchising, especially across all Enabling Service areas
- Ensuring customer focus, inclusion and value for money are at the heart of decision making and implementation



#### **4. General Managerial Responsibilities**

- You will be expected to deputise for the Head of Franchising as required and provide mentoring and advisory support to other members of the team and beyond
- You'll lead a small in-programme team as well as working in partnership with the Combined Authorities in-house procurement, legal and finance teams
- Every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan
- This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the primary areas of responsibility at the time of writing

#### **5. Recruitment Plan**

Application  
Interview  
Presentation

**Key words:**

Terms candidates may search to find this job online

'Commercial' 'Finance' 'Bus Franchising'

## PERSON SPECIFICATION

**Job Title:**

<b>Criteria</b>		
<b>Qualifications and Training</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Relevant professional qualifications, such as CIMA and / or significant relevant transport sector leadership experience.	<b>E</b>	<b>A</b>
Evidence and commitment to continuous personal and professional development.	<b>D</b>	<b>I</b>

<b>Experience and knowledge</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Experience of procurement and contract management, commercial strategies and procedures as well as experience of managing and planning multi-million-pound budgets	<b>E</b>	<b>A, P, I</b>
Experience of providing commercial advice to senior leadership, stakeholders and decision makers including managing expectations and providing where required challenge successfully.	<b>E</b>	<b>A, P, I</b>
Experience of providing finance and / or commercial leadership in complex change programmes preferably in transport, large-scale infrastructure, or public sector.	<b>E</b>	<b>A, P, I</b>
Knowledge and experience of government procurement including Green Book procedures.	<b>D</b>	<b>A, P, I</b>
Experience of public sector financial compliance requirements.	<b>D</b>	<b>A, P, I</b>
Experience of UK Public Procurement Requirements.	<b>D</b>	<b>A, P, I</b>

<b>Skills and abilities</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Ability to lead, inspire and motivate others within a culture of proactive service delivery and continuous improvement.	<b>E</b>	<b>A, P, I</b>
Ability to quickly build credibility with and influence senior managers, stakeholders and decision makers including politicians and partner organisations.	<b>E</b>	<b>A, P, I</b>
Highly developed written and oral presentation skills.	<b>E</b>	<b>A, P, I</b>

with ability to present complex ideas in a clear and comprehensible way.		
IT, analytical and financial modelling skills.	<b>E</b>	<b>A, P, I</b>
Positive, flexible, responsive, dynamic and creative approach to problem solving, encouraging ideas from across teams, working around constraints and challenges to translate ideas into practice.	<b>E</b>	<b>A, P, I</b>
Excellent commercial management skills including strategies to maximise commercial opportunities across the breadth of the programme.	<b>E</b>	<b>A, P, I</b>
Ability to guide and influence a range of teams and stakeholders to ensure plans, strategies and decisions are commercially sound and financially sustainable.	<b>E</b>	<b>A, P, I</b>

<b>Personal Attributes / Behavioural Competencies</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
A passion to improve public transport services.	<b>E</b>	<b>A, P, I</b>
An understanding of and a personal commitment to the Vision and Aims of LCR Combined Authority.	<b>E</b>	<b>A, P, I</b>
A commitment to providing a high-quality customer service and ensuring service standards are met.	<b>E</b>	<b>A, P, I</b>
Demonstrable commitment to diversity and inclusion, together with a clear appreciation of equalities issues.	<b>E</b>	<b>A, P, I</b>
Flexible approach to working hours and willingness to work flexibly as and when required.	<b>E</b>	<b>A, P, I</b>
Quality, time management and organisational skills.	<b>E</b>	<b>A, P, I</b>
Knowledge of the key issues facing a City Region.	<b>D</b>	<b>A, P, I</b>
A commitment to achieving Social Value across all areas of work.	<b>E</b>	<b>A, P, I</b>

**Key to Assessment Methods:**

*\*Please specify for each criterion, column to be removed for external posting.*

KO – Knockout question	<b>A - Application</b>	<b>P – Presentation</b>	T - Test
FQ – Filter Question	<b>I – Interview</b>	E – Exercise	AC – Assessment



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION