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Message from the Chair

Edinburgh is an exciting place to be right now. The economy is prospering and the city remains among the best places in the world to live and work, with a vibrant cultural scene and fantastic links to the rest of the UK, to Europe and beyond.

The first year of the Edinburgh Trams service has been a genuine success story. We carried nearly five million passengers, achieved among the highest passenger satisfaction ratings of any public transport operator in the UK and, most importantly, became an accepted and valued part of the fabric of the city of Edinburgh. This success is down to all the employees of Edinburgh Trams and their unrelenting focus on excellent operations and customer service.

Moving into year two, we're now looking for a General Manager who can help us to capitalise on that early success and seize the opportunities that lie ahead. The city's airport is expanding, a new rail link from the Borders is complete and a new tram stop will link Edinburgh Trams to Fife, Dundee and beyond. The Capital's transport infrastructure is thriving and with Edinburgh Trams you can play a central role in a business that sits right at the core of the development.

Thank you for your interest in Edinburgh Trams.

Charles Monheim

Chair of Edinburgh Trams and Transport for Edinburgh Board Member



Our Organisation

Edinburgh is a vibrant, resilient, international city, predicted to grow over the next 20 years. This means that exciting times lie ahead for transport in the capital.

After an absence of more than 50 years from the streets of Edinburgh, trams are back to support the City of Edinburgh, its residents, visitors and the wider community. Edinburgh Trams is a wholly owned subsidiary of Transport for Edinburgh, the company set up to execute the City of Edinburgh Council's strategic vision for public transport in Edinburgh and the surrounding areas. This organisation is also the principal shareholder of the city's long established award-winning bus operator, Lothian Buses, who have been the backbone of Edinburgh's transport system.

Edinburgh Trams is responsible for delivering a safe, efficient and cost effective tram operation for the city with the tram system having been designed to improve mobility, reduce carbon emissions and improve intermodal connections providing a safe, reliable, punctual, clean, easily accessible, comfortable and environmentally friendly transport service.

Edinburgh Trams is part of the City of Edinburgh Council's vision of a fully integrated public transport service that benefits the community to ensure citizens or tourists have the best experience of this dynamic city.

"Our vision is to be an integral part of the future success of Edinburgh and the Lothians by providing world-class, environmentally-friendly and socially-inclusive transport"



The customer is at the heart of everything Edinburgh Trams do. The proof of this is our 95% overall customer satisfaction rating following an independent UK wide survey by Passenger Focus. We had nearly 5 million passenger journeys in our first year of operations - around 370,000 ahead of the target set before launch. Edinburgh Trams has also had positive results in creating a seamless, congestion free travel option through the effective partnership with the Park and Ride at Ingliston.

This is a business that genuinely seeks to innovate and offer a customer-focused approach built on a clear vision for Edinburgh Trams. This extends from the core values of the business which is intrinsic to both employee and customer engagement. We believe we are true to our values by being Passionate, Smart, Trusted and Innovative – we can look forward to even greater success and, as importantly, each of us will feel ever more proud, satisfied and happy in our work.

Background Information

You can find out more information on:

Transport for Edinburgh
transportforedinburgh.com

Edinburgh Trams
edinburghtrams.com

Livingston James
ljg-jobs.com/edinburgh-trams



Edinburgh Trams

A new mode for a modern city

Edinburgh Trams opened for passenger service on 31st May 2014. The service currently operates between Edinburgh Airport and York Place.

Key Facts

Edinburgh Trams employs 130 staff members ranging from drivers to control centre operators

There are 27 trams, all fully accessible and fitted with Wi-Fi

The tram route is 14km and has 15 tram stops

The journey time between Edinburgh Airport and York Place takes around 35 minutes

Edinburgh Trams is wholly owned by the City of Edinburgh Council.

Edinburgh Trams works in partnership with Lothian Buses, as part of the Transport for Edinburgh group



Trams in numbers



12,193

twitter followers



8,493

page views per day



27

trams



With a
capacity

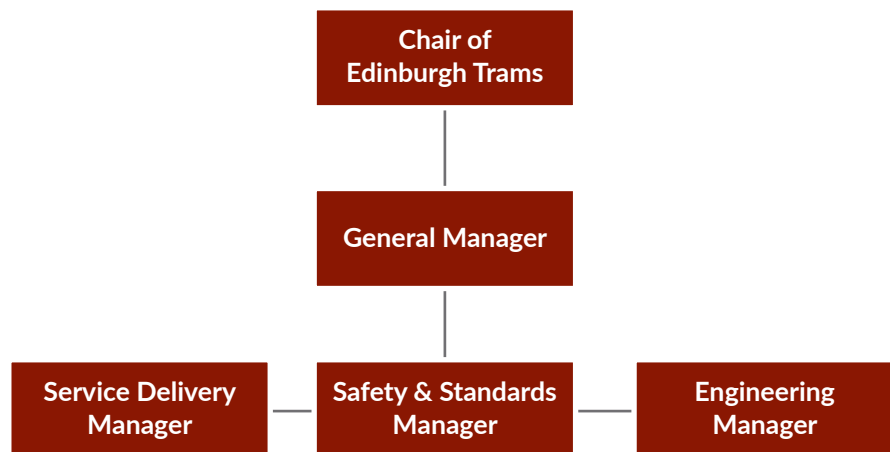
250



The Opportunity

We are seeking to appoint a General Manager of Edinburgh Trams.

The key focus of the General Manager is to develop and drive an operating strategy that delivers an outstanding tram service for Edinburgh, ensuring a safe, cost effective and commercially viable operation and continuous improvement in patronage and customer satisfaction. As well as full responsibility for the management and execution of the agreed services to customers, the General Manager will also be accountable for business strategy, including the development of business plans in collaboration with Transport for Edinburgh group companies and key stakeholders.



The Role

Commercial Management

- Develop, obtain board approval and execute realistic short, medium and long term business plans, setting budgets and targets that are aligned with the wider aims and goals of Transport for Edinburgh
- Maintain and manage the effective financial performance of the business, maximising revenues whilst continuing to deliver in line with wider group goals and objectives
- Seek opportunities to use a tram network effectively in contributing to economic regeneration of key areas in the city

Operational Delivery

- Delivery of the operational plan – analyse the current performance and look to identify and implement service quality improvements and cost efficiencies for improved performance in customer service, safety, efficiency, revenue growth and profitability
- Achieve goals set for Edinburgh Trams performance in regards to punctuality and service performance – continually striving for outstanding customer experience
- Ensure the efficient and smooth running of the operation, minimising any operational incidents, fleet or infrastructure failures



Leadership and Management

- Create and maintain a culture where employees care and respect each other in an enjoyable, honest, safe, healthy and diverse working environment
- Identify individual and team strengths and development needs on an ongoing basis
- Provide visible leadership for all employees in Edinburgh Trams
- Provide direct support to the other Directors, managers, supervisors and operational colleagues across Transport for Edinburgh in order to create a customer-centric culture

Governance and Compliance

- Implement and ensure the compliance with ROGS: The Railways and Other Guided Transport Systems (Safety) Regulations 2006 (as amended), continuously striving to improve company procedures
- Ensure the safety of Edinburgh Trams customers and employees through complying with rigorous safety standards across the business
- Ensure compliance with company procedures and with all relevant legislation and regulations
- Review the most significant risks identified in the environment risk assessments regularly



Stakeholder Management

- Build effective relationships with local stakeholders, user groups, local authorities and other partners to improve the performance of the business, gain insights and service feedback
- Establish a visible presence and distinctive voice for Edinburgh Trams in local transport discussions
- Manage direct suppliers and contractual partners, including international relationships with sister companies, to deliver in line with expected outcomes
- Work closely with transport officers from local authorities, local politicians, RAIB, ORR and other key transport and regulatory agencies



Candidate Profile

Candidates will be experienced leaders who can demonstrate success in a senior role, running a complex, multi stakeholder organisation. They must be able to demonstrate their ability to operate successfully at a senior level in a group/ strategic role. At its core this role will be tasked with the effective running of the day to day operation – candidates should bring a willingness to roll their sleeves up and get involved, leading from the front with a ‘can do attitude’.

Managing such a prominent service within the public community brings with it certain challenges, so candidates must be well aware and capable of the following:

- **Continuous Improvement** – sustaining a culture that welcomes constant review and fosters an openness to new ideas, as well as encouragement of staff at all levels to participate in the creation and implementation of those changes
- **Leadership** – a visible, responsible and accountable leader, leading by example. Able to develop and maintain effective working relationships with all partnership, contractual and external organisations
- **Managing Safety, Quality and Environment** – the highest levels of safety is expected and no level below this is acceptable. Ensuring the safety of customers and staff through compliance with rigorous safety standards is imperative, as is getting the best out of our systems and ensuring we do this with our environmental and community impact in mind
- **Satisfying Stakeholders** – commercially aware, you will be building strong stakeholder relationships, controlling costs and delivering value for money in an environment where spend and efficiencies will be highly scrutinised and mass media allows a very public forum for complaint



Understanding the requirement for an efficient and resilient network and how it links to the end-customer, brand and company image should have been an integral part of your previous business success.

It is equally important that candidates can demonstrate wide ranging business acumen and a good capability to influence and communicate effectively at the most senior levels in an organisation.

The ongoing development and implementation of an operational improvement plan and change management program will be key components of the role. The post holder will be capable of channelling inputs from a number of different stakeholders, to create a common purpose and communication plan.

Essential Criteria

- **Experience in General Management, ideally to include previous accountability for final delivery of services to end-user environments, budgetary responsibility and the willingness and capability to perform as an autonomous business leader**
- **Previous experience of working in a customer-focused environment- grasping the need to meet and exceed end customer service level expectation**
- **Motivational and strong leadership skills with demonstrable emotional intelligence, with the ability to inspire others through their actions and behaviours**
- **Effective networker with the ability to quickly forge strong working relationships**
- **High level of business acumen / commercially astute with the ability to learn quickly and adapt to new environments**



Personal Characteristics

- Well-developed management skills with the ability to build excellent working relationships, both internally and externally
- Highly effective communicator and leader, who fosters partnerships, works collaboratively across boundaries and achieves results through others
- Has entrepreneurial flair and embraces innovation
- Energy, drive, tenacity and resilience
- Detail conscious with a particular focus on the key metrics that measure business performance

Remuneration

The base salary and package offered will be competitive and structured in an appropriate way reflecting the appointed candidate's experience, background and circumstances.



Recruitment process

The recruitment for this position is being managed by advising consultants, Livingston James. Interested candidates should contact Douglas Adam at: douglasadam@livingstonjames.com

All third party applications, enquiries and direct approaches to Edinburgh Trams will be referred to Livingston James.

For further information please visit:

<http://www.ljg-jobs.com/edinburgh-trams/>

Timetable

Closing date for applications
4th October 2015

Shortlisting
16th October 2015

Panel Interview
w/c 2nd November 2015





Edinburgh Trams
55 Annandale Street
Edinburgh EH7 4AZ



The recruitment process for this position is being managed by advising consultants Livingston James.
www.livingstonjames.com