

Job Description - Sydney

Title	Operations Manager	Location	Sydney
Department	Operations	JD creation date	August 2022
Reports to	General Manager		

Overall Purpose
<ul style="list-style-type: none"> • To lead, define, and deliver the Big Bus Sydney operational strategy. To proactively set the operational strategy and direction, taking into account market dynamics and competitive forces, and to lead and motivate the operations team. • To oversee the smooth running and delivery of all elements of the Operations function within Sydney. • This role is the Accountable Manager for ensuring full adherence to all legal and regulatory standards, licensing, health and safety responsibilities, and overall risk management. • This role also has commercial responsibility for successful delivery of the On Street Sales channel to budget. • To deliver exceptional customer experiences through leadership of the On-Street staff and Drivers.

Key Areas of Accountability and Responsibility	
Area of Accountability /Responsibility	Key Responsibilities
Licensing, Route Planning, and Service Level Excellence	<ul style="list-style-type: none"> • Create and maintain a competitive advantage for Big Bus Sydney through effective route planning and service level delivery. • Recruitment of a sufficient number of high quality Drivers to cover operational requirements. • Ensure full adherence to all conditions, obligations and responsibilities of the Big Bus Sydney accreditation • Ensure Big Bus Sydney satisfies all safety requirements for vehicles, the operation, customers and staff.
Cost Control and Optimisation	<ul style="list-style-type: none"> • Control costs tightly, whilst balancing against service delivery standards and the competitive marketplace, to maximise Sydney EBITDA. • Use operational agility to flex duty and service levels to respond to demand (e.g. saving opportunities during inclement weather). • Ensure service level remains competitive and that service is not compromised due to cost control, unless strategically agreed with GM. • Set budget for duty costs.
Equipment, Uniform, and Infrastructure	<ul style="list-style-type: none"> • Ensure operational excellence across equipment, uniform, and infrastructure – make sure all team members “have the tools to do the job” and that standards are maintained at the highest level. • Uniform Supply: Management and order process for uniform – input to design; control of costs <p>Working closely with the Engineering Manager to ensure-</p> <ul style="list-style-type: none"> • Fleet Condition: Sydney fleet to be “best in class” amongst competitors in terms of cleanliness and condition – complete regular mystery shopper audits and make recommendations for any necessary changes. • Fleet Availability: Maintain fleet availability at 90% or above on a weekly average. Input to MD and EVP Infrastructure on Sydney fleet requirements and new buses. • Main Office - Run Out Room: Maintain clean, tidy, and professional environment at all times for staff to use (and ready to receive external visitors).

	<ul style="list-style-type: none"> • 13 Meadow Way – Depot and Driver Facilities: Maintain clean, tidy, and professional environment at all times for drivers and staff (and ready to receive external visitors). • Stock Control: Effective management of stock control to optimise costs.
Daily Operational Management	<ul style="list-style-type: none"> • Use an understanding that the detail has to be robust and correct to deliver a consistent, premium customer experience. Be proactive rather than reactive approach. • GreenRoad: Monitoring of driver performance, coaching, and management of performance issues to improve Sydney score. Develop innovative ways to improve driver scores and performance. • Trip Advisor: Maximise the Sydney TA score and ranking through training of, and communication to, all customer-facing staff including guides, CSRs, and drivers. Ensure all team members understand the importance of TA ratings. • Customer Service: Maintain a high standard of customer service, ensure fast response to all enquiries and complaints, minimise complaint ration %. • People Issues – Disciplinary Hearings: Conduct all levels of disciplinary hearings.
On Street Sales Management	<ul style="list-style-type: none"> • Optimise on-street sales through daily and weekly tracking of relevant KPIs including sales by point, by CSR, discounting, ATP, attraction revenue, and number of pax. • Work with On Street Sales Manager to implement targets and incentives. • Ensure Sales Team Leaders are using best practice to maximise performance. • Implementation and regular refresher on Sales Academy (ELMC) training. • Recruitment of a sufficient number of high quality CSRs to cover operational requirements. • Manage Revenue Inspector to avoid any revenue leakage, to identify risks, to eliminate fraud, and to complete investigations and disciplinary procedures where necessary. • Ensure ECR hardware and battery provision does not restrict sales.
Risk Management and Safety	<ul style="list-style-type: none"> • Responsibility for adherence to all health and safety and legal requirements. • Ensure Big Bus Sydney meets its duty of care to customers and staff. • Implementation and regular audit of the Big Bus sydney Security Manual policies and procedures.
Leadership & Communications	<ul style="list-style-type: none"> • Lead, inspire, and motivate the operational team effectively to create engagement and delivery of best possible Sydney result. • Use a proactive approach, and positive and enthusiastic communication style, to deliver the Sydney goals. • Keep the team in the communication loop on key issues, and create a culture of continuous improvement. • Ensure “the basics” are in place for direct reports, and their teams, in terms of job descriptions, objectives, 121s, and performance management and appraisals. • Act as a role model, setting the performance bar high for direct reports, and their teams, to deliver under pressure and to meet important deadlines • Team development: A proactive approach to team development, including coaching and training. • Ensure strong succession planning is in place for future health of business. • Leadership and coordination of regular Staff meetings, with clear minutes and actions. • Act as key member of the overall Sydney leadership team. • Deputise as and when required for General Manager.

Job Dimensions	
Direct Reports	<ul style="list-style-type: none"> • Operation supervisor

Indirect Reports	<ul style="list-style-type: none"> All other Operational and sale Employees
Contractors/outsourced suppliers	<ul style="list-style-type: none"> Use of third-party suppliers as required.
Budgetary Responsibility	<ul style="list-style-type: none"> Manage the city operational budget ensuring diligent use of budgets to attain maximum impact, responsible for local accounting of spend and raising purchase orders.

Knowledge/Skills/Education/Experience/Competencies	
Knowledge	<ul style="list-style-type: none"> Strong knowledge of the regulatory and legal framework for Sydney operations. Understanding of the Sydney tourism market. Understanding of Duty and budget management. Knowledge of the legal responsibilities of a Transport organisation.
Skills	<ul style="list-style-type: none"> Ability to “flex and pivot” quickly and effectively depending on the strategy and requirements of the business. Strong team leadership and motivational skills. Strong communicator. Ability to establish and maintain effective working relationships with colleagues at all levels of the business, from the most junior to the most senior. Ability to work under pressure to tight deadlines with flexible working hours. A thought leader – up-to-date with the most relevant industry issues.
Experience/Qualifications	<ul style="list-style-type: none"> Operations experience. Proven experience in managing large teams within fast moving customer focused environment. Preferred to hold bus licence (not essential) Preferred to hold a New South Wales bus operator accreditation scheme (not essential)
Competencies	<ul style="list-style-type: none"> Planning and Organising Communication Leadership Problem solving and decision making Thrives on new challenges and constantly changing market dynamics Commercial awareness and acumen; results orientated: strong focus on exceeding targets Integrity and Trust High work ethic Adaptability/ Flexibility Persuasiveness Customer Focus Innovation/Creativity Business Awareness Timely Decision Making Drive for Results.

Working Hours and Conditions
Monday – Friday with different start times; however due to the nature of role there is a requirement to be available seven days a week depending on business requirements.

Physical Requirements

- Office based at 13 Meadow Way, but with a requirement to get out on-street regularly.
- A high standard of personal presentation is expected.
