

Position Description

Customer Readiness Program Manager

POSITION DETAILS

Department / Team: Customer and Network Integration	Reports to (title): Senior Customer and Network Change Manager
# Direct Reports: 1	# Indirect Reports: 0
Location: Brisbane	

THE CROSS RIVER RAIL PROJECT

Cross River Rail is a new 10.2km rail line including 5.9km of twin tunnels running under the Brisbane River and CBD that will unlock a bottleneck at the core of the rail network and will transform the way we travel across the whole of Southeast Queensland.

It will include four new underground stations – at Albert Street, Boggo Road, Roma Street and Woolloongabba - through the middle of Brisbane, provide new above-ground stations at the RNA Showgrounds and Dutton Park, upgrade six stations between Fairfield and Salisbury, deliver three new stations on the Gold Coast and introduce a new world-class signaling system to the wider SEQ rail network.

Once Cross River Rail is operational, journeys will be quicker, stations will be in more convenient locations and there will be capacity to increase train services as our population grows. Making public transport a more viable option for the whole region and helping to ease congestion on our roads.

Further Information: www.crossriversrail.qld.gov.au

OUR VALUES & BEHAVIOURS



WE COLLABORATE

- We treat each other with respect and speak up when this doesn't happen.
- We share information to help everyone be successful.
- We have honest conversations, no agendas or surprise.
- We are curious, asking questions to understand.
- We work through issues together and help each



WE INNOVATE

- We are inclusive, listening to and encouraging differing views.
- We challenge and push the boundaries.
- We apply and share our knowledge to do better.
- We seize our opportunity to set new standards and benchmarks



WE DELIVER

- We act safely at all times.
- We do what we say we will do and when we will do it.
- We understand our individual role and how it fits into the project's success.
- We take responsibility for our work and speak up when we need help.
- We are committed to continuous development and take every opportunity to review, learn and improve the way in which we are delivering the project

ROLE OVERVIEW

The purpose of the position is to manage a program of multi-agency customer readiness activities throughout the staging of the delivery of the Cross River Rail project. Leading a small team, and working in close collaboration with government agencies including Queensland Rail (QR), Transport and Main Roads (TMR) and Brisbane City Council you will drive a program of customer focused initiatives, using behaviour change practices, customer journey mapping, and operational readiness planning to ensure passengers can easily navigate the transport network and new Cross River Rail related infrastructure becomes available to customers.

The role requires strong program management capabilities, overseeing schedules, risk management, and governance reporting to ensure readiness activities align with the project's milestones. You will also need to interpret technical transport planning documents, assess potential challenges, and propose solutions that enhance the overall passenger experience.

Success in this role requires extensive stakeholder management, structured problem-solving, and a deep understanding of customer experience and travel behaviour in public transport environments. You will be responsible for ensuring that all readiness initiatives support the seamless introduction of Cross River Rail, contributing to long-term network improvements and increased public transport use.=

KEY RESPONSIBILITIES

- Manage the planning, delivery and evaluation of the CRR customer readiness program activities.
- Manage the Customer Readiness Program team, with responsibility for planning and driving successful delivery of customer outcomes.
- Chair and facilitate a multi-agency Customer Readiness Program Working Group, with robust governance, document control and decision-making processes undertaken.
- Based on customer journey mapping outputs develop a program of activities including a schedule of dependent projects and a detailed multi-agency customer readiness checklist in preparation for the opening of CRR and steady state.
- Maintain and update program schedules, reporting and presentations to track progress and risks regarding customer readiness projects.
- Analyse technical documents to assess existing planning, identify mitigations to customer experience issues and prepare appropriate customer readiness activities to support CRR opening and steady state.
- Undertake customer journey mapping and behavioural analysis based on research to understand intentions for CRR and implement customer experience uplift opportunities to support CRR's contribution to public transport patronage growth.
- Develop strategies and provide recommendations to senior leaders and delivery partners for enhancing customer experience for the opening of CRR and steady state.
- Engage regularly with internal and external stakeholders to influence planning and operations to support positive customer outcomes, including presentations to executive governance forums.
- Work collaboratively with BCC, TMR, QR and contractors to ensure readiness program activities are completed in a timely manner and key customer outcomes are achieved.
- Report progress of the program and manage issues and risks on customer outcomes, escalating to the Senior Customer and Network Change Manager and Customer and Network Integration Director with solutions and mitigation measures.
- To work in accordance with the Delivery Authority policies, procedures and safety requirements and demonstrate alignment with our values and behaviours

- Lead the team in the delivery of their responsibilities including setting and supporting completion of KPIs and development plans.

KEY COMPETENCIES

- Experience in managing broad scale behaviour change or customer experience programs for major transport projects.
- Proven ability to set research programs, utilise insights to drive customer-focused outcomes and build understanding of customer perspectives.
- Written and verbal communication that is clear and concise, models open communication and actively and attentively listen to others. Highly capable of presenting technical information in a consumable format to drive decisions.
- Strong skills in collaboration, with an ability to understand audiences and adapt style accordingly.
- Multi-agency program management skills: demonstrated ability to monitor and track governance/project deliverables, establish and manage governance controls and prepare reports in relation to progress.