# Job Description

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| **Job Title** | Managing Director |
| **Reports to** | Chair of the Board |
| **Location** | You will need to provide visible leadership, so you will be required to be in Ipswich for the majority of working time. |

**Role purpose**

To provide visible, commercially disciplined and values-led leadership for a local authority-owned bus company. The Managing Director ensures the safe, reliable and financially sustainable delivery of bus services that support residents, businesses, visitors and the wider public transport objectives of Ipswich and Suffolk.

The Managing Director will lead the company through operational improvement, patronage growth, fleet modernisation, workforce engagement, regulatory compliance and strong partnership working with the shareholder and key stakeholders.

**Key accountabilities**

- Lead the overall performance, governance and reputation of Ipswich Buses Limited, ensuring the company operates safely, legally, efficiently and in line with the objectives set by the Board and shareholder.
- Hold full executive accountability for financial management, including revenue growth, cost control, budgeting, forecasting, cash management, capital planning and delivery of agreed financial targets.
- Ensure the company meets the requirements of its Public Service Vehicle operator licence, registered local bus services, employment obligations, health and safety duties, environmental standards and all relevant legal and regulatory requirements.
- Develop and deliver a clear business plan that improves operational performance, strengthens customer experience, grows patronage and supports the long-term sustainability of the company.
- Lead constructive relationships with Ipswich Borough Council, Suffolk County Council, the Department for Transport, regulators, trade bodies, elected members, trade unions, suppliers, community representatives and passenger groups.

**Main responsibilities**

Strategic leadership: Set a compelling direction for the company, translating Board and shareholder priorities into deliverable plans, performance measures and business improvements.

Operational delivery: Ensure services are planned, resourced and delivered safely, reliably and punctually, with effective control of fleet availability, engineering performance, depot operations and service resilience.

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Customer and community focus: Improve the passenger experience through accessible services, clear information, responsive customer care, digital channels, network development and active engagement with communities.

Commercial and financial performance: Grow income sustainably through fares, contracts, partnerships and new opportunities, while maintaining robust control of operating costs and investment decisions.

Fleet, assets and decarbonisation: Lead long-term planning for fleet replacement, depot infrastructure, technology, zero-emission transition and asset management, ensuring investment is affordable and aligned with policy objectives.

People leadership: Build a positive, inclusive and high-performing culture, supporting recruitment, retention, skills development, succession planning, employee engagement and constructive industrial relations.

Governance and assurance: Provide timely, accurate and transparent reporting to the Board and shareholder on performance, risk, finance, compliance, safety, customer service and strategic delivery.

Partnership working: Represent the company with credibility and professionalism, developing productive relationships with councils, funders, regulators, transport partners, local businesses and public sector stakeholders.

Risk and resilience: Maintain effective risk management, business continuity, emergency planning, cyber and data governance arrangements appropriate to a modern transport operator.

**Key relationships**

The Managing Director leads the senior management team, including operational, engineering, commercial, finance, systems and support functions. The role works closely with the Chair, Board Directors, Company Secretary, shareholder representatives, trade unions, local authority partners, regulators, suppliers, passenger representatives and sector bodies.

**Expected outcomes**

- A safe, compliant and well-governed bus company with clear accountability to the Board and shareholder
- Class-leading reliability, punctuality, customer satisfaction and passenger confidence
- A financially sustainable business with disciplined cost control and credible growth plans
- A motivated and engaged workforce with strong leadership, modern working practices and constructive employee relations
- A clear pathway for fleet, depot, technology and service modernisation, including support for decarbonisation and wider transport objectives

# Person Specification

**Knowledge, skills and experience**

- Successful senior leadership experience in passenger transport and commercial operations
- Strong understanding of financial management, business planning, governance, risk, performance management and organisational improvement
- Knowledge of bus operations, transport regulation, PSV operator licensing, safety management and public transport policy, or the ability to gain this knowledge quickly
- Experience working with Boards, shareholders, elected members, public bodies, regulators, trade unions and community stakeholders in a politically aware and commercially balanced way
- Ability to lead change, modernise services, improve productivity, use data to inform decisions and build confidence among staff, customers and partners
- Excellent communication, influencing, negotiation and ambassadorial skills, with the credibility to represent the company publicly and professionally
- Commitment to equality, diversity and inclusion, environmental responsibility, customer service and the public value of accessible local bus services

| **Essential** | **Desireable** |
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| Proven senior leadership experience in a complex operational, passenger transport business | Experience of bus operations, PSV operator licensing, fleet management, depot operations or transport regulation |
| Strong financial, commercial and governance skills, with the ability to manage performance, risk and accountability at Board level | Experience of fleet transition, decarbonisation, digital transformation, passenger growth or public transport partnership working |
| Ability to lead people through change, build a positive culture and maintain effective employee and trade union relationships | Experience working with a local authority-owned company, municipal trading company or arm's-length public sector organisation |
| Politically aware, with the judgement and credibility to work effectively with a local authority shareholder, elected members, partners and regulators | Relevant professional transport, management, finance, safety or governance qualification |
| Clear commitment to safety, compliance, customer service, inclusion, environmental responsibility and the social value of local bus services | Experience developing commercial opportunities, securing external funding or delivering major operational improvement programmes |

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