

DIRECTOR,
EMPLOYEE EXPERIENCE
JOB DESCRIPTION



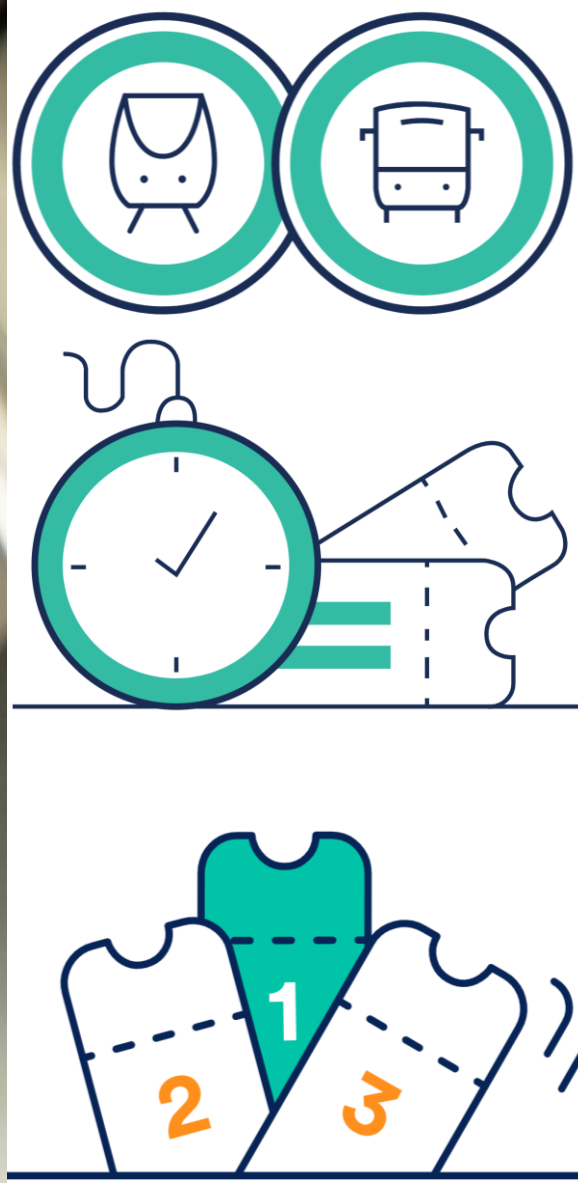
The communications and
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DIRECTOR, EMPLOYEE EXPERIENCE INTRODUCTION



“We have delivered on our growth plans this year, our first as a public company. We are well positioned in all of our markets and remain confident in our long-term growth strategy. ”

Trainline is the leading independent rail and coach travel platform selling rail and coach tickets to millions of travellers worldwide, enabling them to seamlessly search, book and manage their journeys all in one place via its highly rated website and mobile app. Trainline is a one-stop shop for rail and coach travel bringing together millions of routes, fares and journey times from more than 270 rail and coach carriers across 45 countries.

“We are pleased to announce a strong trading performance for this financial year, with net tickets sales in line with and revenue growth ahead of expectations set out at the IPO. We have continued to focus on our mission to make rail and coach travel easier for customers in all the markets in which we operate, thereby encouraging a much greener way to travel.

“Our UK Consumer segment outperformed expectations, underpinned by ongoing consumer adoption of our mobile app and etickets, as well as the successful launch of our split-ticketing service ‘SplitSave’, which has been very well received by our customers. In International, while French ticket sales were impacted by the nationwide rail strike, I’m pleased we saw a good recovery once the strike ended and a continued strong performance in the rest of our International business.

“We have delivered on our growth plans this year, our first as a public company. We are well positioned in all of our markets and remain confident in our long-term growth strategy. ”



Clare Gilmartin
CEO

DIRECTOR, EMPLOYEE EXPERIENCE INTRODUCTION



“We are looking for a senior leader in Employee Experience to ensure our people connect with Trainline’s vision, purpose, strategy and culture.”

The role leverages and drives cross-functional teams and initiatives to enable every individual at Trainline to understand their role in driving strategy execution and business performance.

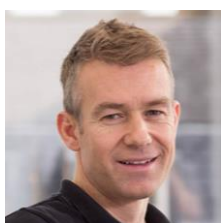


Our team numbers **more than 650 people and more than 40 nationalities**, including 300+ travel tech specialists and engineers

Reporting into Robin Hancock, Chief People Officer, the role-holder will have ultimate responsibility over the development and delivery of Trainline’s employee experience, and internal communications strategies and programmes.



We have built **Europe’s leading train and coach app** – with a 4.9* rating



Robin Hancock
Chief People Officer



We sell train and coach tickets worldwide, helping our customers travel in and across **45 countries in Europe and the rest of the world**

DIRECTOR, EMPLOYEE EXPERIENCE HEADLINES



The Role

Title:

Director, Employee Experience

Location:

Holborn, London

Salary:

Six figure salary plus benefits

Reporting Line:

Chief People Officer

Team:

2 Direct reports and working closely with colleagues in human resources and corporate affairs.

The Opportunity

Trainline is booming, opportunity is rife and this is an excellent time for huge growth in the UK and globally.

This role will have the opportunity to work alongside a high profile CEO, with ExCo exposure. You will engage the work force across 3 sites. The CEO, Clare Gilmartin, feels that it's her job to engage and motivate everyone internally behind her mission, vision and strategy.

This role is what the successful candidate makes it. There is a real opportunity to move at pace, whilst setting the strategy as a trusted confidant.

The responsibilities will stretch beyond employee engagement and internal communications and will directly impact the company culture.

DIRECTOR, EMPLOYEE EXPERIENCE SCOPE



Responsibilities

- Bring Trainline's great employee value proposition to life!
- Work with the CEO and other members of the Executive to create and drive inspiring strategic communications around Trainline's vision, strategy, business performance, leadership, change, crises and important business events
- Strategically advise and coach the CEO and senior leaders on visibility and communication, helping them connect with our teams and understand the impact of their behaviour and communications
- Lead the development of a credible, authentic and motivating employer brand narrative that is embedded in all aspects of the Employee lifecycle and resounds with diverse teams across our business
- Ensure an established and effective sequencing and rhythm of inspiring internal communication events utilising a leading-edge set of comms channels and tools
- Lead the development and delivery of an employee experience plan that builds employee advocacy and identify opportunities/levers that would mobilise our people as champions for the business
- Analyse and leverage data insights to design and lead delivery of multi-location strategic employee engagement programmes, to continuously improve engagement results
- As part of a wider team, play a leading role in the creation of an inspiring work environment for everyone who works at Trainline
- Partner at the leadership level cross-functionally to ensure engagement strategies are aligned with strategic priorities and resonate with diverse teams
- Be the overall lead for the design, delivery communications and effectiveness of our CSR and Diversity programmes

DIRECTOR, EMPLOYEE EXPERIENCE PERSON SPECIFICATION



Operational Leadership

- Significant experience in leading strategic internal communications within a high growth, fast moving, international, culturally diverse and dispersed business
- Ability to synthesise a broad information set (including messaging about Trainline's purpose, commercial strategy and performance, culture and wider value proposition) into seamless and motivating communications with an aligned tone of voice
- Demonstrable experience of using leading edge channels and technology to ensure maximum impact and engagement with all internal communications
- A strong track-record of delivering employee engagement and internal communications programmes with demonstrable results and positive business outcomes
- Proven knowledge and appreciation of the impact of communication strategies on HR priorities and complexities
- Successful track-record advising and influencing at senior levels in an organisation, with the proven ability to win the trust and confidence of the CEO and Executive team
- Strategic mindset with cohesive influencing abilities across functions
- An ability to work with senior leaders, influence and persuade them; knowledge and authority to influence the way leaders communicate and behave
- Clear understanding of how communications can help effect attitudinal and behavioural change
- In-depth knowledge of the range and variety of communications channels and processes
- Knowledge of social media and an eye for innovative, high impact communications across multi-media channels that are incisive and get cut-through
- Strong project management skills, attention to detail
- Excellent written and verbal communication skills, and an ability to tailor communication outputs to a wide range of audiences
- Fluent in English required; fluency in other European languages useful but not essential



DIRECTOR, EMPLOYEE EXPERIENCE BENEFITS



Health and wellbeing

Bupa health and dental insurance
Regular health assessments
Employee Assistance Programme



Travel

Season Ticket loan for your commute by train/bus
Network Railcard
Cycle-to-Work scheme



Your time

25 days of annual leave, plus an extra two days of around Christmas and New Year

Get one additional day off for charity work or volunteering we also match employee charity donations

Buy or sell holiday (up to three days)



Pension & protection

Pension scheme
Life Assurance scheme
Enhanced sick pay
Income Protection scheme

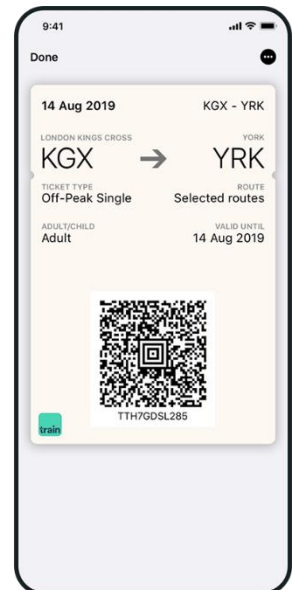
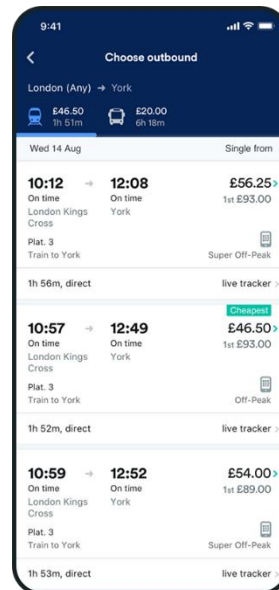
Give-As-You-Earn scheme, which lets you donate to the causes you care about straight from your salary
Enhanced maternity, adoption, paternity and shared-parental pay



Extras

Breakfast on site
Soft drinks fridges
Board-game nights
Weekly yoga class

Daily fruit baskets
Payment of professional subscriptions
Perkbox



DIRECTOR,
EMPLOYEE EXPERIENCE
APPLY



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To apply please [click here](#).

Following interviews with Ellwood Atfield, successful candidates will be invited for interviews with Trainline.

trainline



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