

Core Knowledge	Project Management Principles			Behaviour Change Principles		Audience and Demand Insights	
	Project and programme management knowledge, including application of relevant core skills: <ul style="list-style-type: none">Delivering tasks in a structured, process-driven way, whilst remaining able to respond to a fast-changing environmentReviewing outputs to ensure consistency and manage project outcomesActively managing risks and issues, present and future, and altering plans accordinglyBudget and resource managementSetting up processes that achieve objectives in a cost and resource efficient wayEstablishing a wide range of performance indicators in line with strategy, monitoring and reviewing them			<ul style="list-style-type: none">Knowledge of the latest developments in travel behaviour changeKnowledge of behaviour change principles and how to achieve measurable outcomes through their application		<ul style="list-style-type: none">Knowledge of key trends impacting public transport and road demandKnowledge of relevant social and customer insights that could affect demandInterrogating and understanding customer insights	
Core Competencies	Strategic Thinking	Responsiveness	Leadership and Advocacy	Continuous Improvement	Collaboration and Influencing	Problem Solving	People Focus
	<ul style="list-style-type: none">Developing strategy, using a wide variety of information, to achieve TDM and wider policy/organisational objectivesUsing community, partner and contextual awareness to make projects impactful, balancing and prioritising a wide range of partner needsAnticipating external factors that may affect strategy (political / social / technology / legal / economic)	<ul style="list-style-type: none">Working across changing, fast paced, pressurised and complex environments, including crisis management situationsAdapting approach or goal to successfully respond to short-term situations, whilst maintaining tight focus on TDM objectivesGiving and receiving feedback, adapting approach in line with feedback receivedAbility to listen, empathise and learn from others, putting the community and customer first	<ul style="list-style-type: none">Working to increase engagement with TDM, generating enthusiasm to embrace new ways of working and ideasPresenting to or sharing information with different audiences to support TDMUsing situational leadership techniques including coaching to motivate, inspire and progress projectsFocusing on high-performance, participating in, creating and leading high performing TDM teamsChampioning continuous performance and development in the TDM discipline, acting as a role model	<ul style="list-style-type: none">Establishing a wide range of performance indicators contributing to team performanceReviewing business outcomes and setting goalsIdentifying best practice and lessons learntGiving and receiving feedbackMaking and driving changes that improve performance	<ul style="list-style-type: none">Representing TDM profession positively and consistentlyUsing negotiating and influencing skills for mutually beneficial outcomes across a wide range of topicsUnderstanding and responding to partner and community feedback, listening to understand	<ul style="list-style-type: none">Collating and interpreting a wide range of information to solve complex problems that has the needs of the audience at the heartWorking with transport planning teams to understand how, when and where people travelDriving culture of innovation and creating an environment where new ideas are encouragedAdvocating a data-led decision-making approach, leading mixed teams and specialists	<ul style="list-style-type: none">Expert knowledge of the range of customers within the transport sectorInterrogating and understanding behavioural insightsDeveloping and using bespoke segmentation, taking into account audience needsAbility to empathise with the audience and their needs
Specialist Knowledge	Communications and Engagement			Analytical and Data Skills		Transport policy and operations	
	<ul style="list-style-type: none">Translating complex technical information and priorities into outputs for a variety of audiences. This includes visualising dataActing as a client for communications and product strategy and development, shaping and reviewing outputs using an expert knowledge of audience and behaviour change objectivesEngaging and empathising with partners, customers and communities as number one client in all that we do			<ul style="list-style-type: none">Interrogating and analysing a multitude of types of data and modellingUsing data visualisation softwareUsing GIS		<ul style="list-style-type: none">Detailed knowledge of the transport network and how services are runUnderstanding of the latest policy or regulation affecting TDM	