

- ***Project Manager***

The Project Manager for the Customer Experience Department of the Maryland Transit Administration (MTA), will drive and support continuous improvement initiatives aimed at enhancing the overall customer experience. You will play a crucial role in identifying areas of improvement, implementing process enhancements, and monitoring the effectiveness of implemented changes. Your efforts will contribute to the agency's goal of providing exceptional service and satisfaction to riders.

This role will use project management practices combined with human-centered design methods to approach solving problems through research, ideation and implementation. Our process begins with designing for our riders and ending with new co-created solutions that are customized to meet our rider needs. This role elevates deep empathy for our riders who we are designing with; generates lots of ideas; builds tons of prototypes; shares what we've created with our riders; and ultimately delivers our innovative new solutions into our system.

Key Responsibilities:

1. **Human- Centered Design Process, Analysis and Improvement:** Manages and facilitates human-centered design methods and modalities. Conduct thorough analysis of customer experience processes, workflows, and procedures within the transit agency. Identify areas of inefficiency, bottlenecks, and opportunities for improvement. Collaborate with stakeholders to develop and implement solutions that enhance the overall customer experience. Use innovative civic design models to steer teams through a project cycle including the following key phases:
 - Research three key strands of quantitative; qualitative; and analogous literature review/ peer cities research;
 - Synthesis of research learnings to develop key insights;
 - Ideation/ prototyping with our end-users to co-design and co-create service delivery improvements;
 - Project delivery for various service initiatives and improvements; and
 - Iteration to embrace continuous feedback.
2. **Customer Journey Mapping:** Analyze the end-to-end customer journey to identify pain points and areas of improvement. Map out customer touchpoints, interactions, and feedback mechanisms to gain a comprehensive understanding of the customer experience. Use this insight to suggest and implement improvements that positively impact customer satisfaction.
3. **Data Analysis and Insights:** Collect and analyze customer feedback and satisfaction data from various sources, such as surveys, complaint logs, and social media. Extract meaningful insights to identify trends, patterns, and areas requiring attention. Utilize data-driven insights to recommend improvements in processes, policies, and communication strategies.
4. **Stakeholder Collaboration:** Work closely with cross-functional teams, including Rider Data Collection team, marketing, and technology, to implement improvement initiatives. Collaborate with stakeholders to align objectives, share

best practices, and foster a culture of continuous improvement within the customer experience department and across the agency.

5. **Change Management:** Facilitate the successful implementation of process improvements and changes by developing change management plans and strategies. Communicate the purpose, benefits, and expected outcomes of proposed changes to relevant stakeholders. Provide training and support to ensure a smooth transition and adoption of new processes.
6. **Performance Monitoring and Reporting:** Establish key performance indicators (KPIs) and metrics to track the impact of implemented improvements. Develop and maintain dashboards, reports, and scorecards to monitor the effectiveness of changes and identify areas that require further attention or refinement. Present progress reports and findings to management and other stakeholders.
7. **Best Practices and Industry Research:** Stay updated on industry trends, best practices, and emerging technologies related to customer experience in the transit industry. Conduct research and benchmarking to identify innovative approaches that can be adapted to improve the agency's customer experience strategies.

Qualifications & Skills:

- Bachelor's degree in a relevant field, such as business administration, management, organizational development or a related discipline. Advanced degrees or certifications in process improvement, customer experience management, civic design, service design or human-centered design are advantageous.
- Strong analytical and problem-solving skills, with the ability to identify opportunities for improvement and implement effective solutions.
- Excellent communication and interpersonal skills to effectively collaborate with stakeholders at all levels of the organization.
- Proficiency in data analysis tools and techniques, including statistical analysis software and data visualization tools.
- Knowledge of customer experience or design thinking methodologies, such as customer journey mapping, voice of customer analysis, and customer satisfaction measurement. Additional portfolio of civic, service or user experience design projects is a plus.
- Project management skills, including the ability to prioritize tasks, manage timelines, and coordinate cross-functional teams.
- Ability to work independently and as part of a team, with a proactive and results-driven approach.
- Familiarity with the transit industry, including an understanding of transit operations and the unique challenges of providing excellent customer service in a transportation context.