



Toronto Transit Commission (TTC) Chief Strategy and Customer Experience Officer

The Toronto Transit Commission (TTC) is North America's third-largest transit system and has been recognized as one of the top places to work in the Greater Toronto Area. Guided by a forward-thinking [strategic plan](#), the TTC's vision is to be a transit system that makes the City of Toronto proud. The TTC's recruitment efforts are directly aligned to its mission of providing "a reliable, efficient, and integrated bus, streetcar and subway system that draws its high standards of customer care from [its] rich traditions of safety, service and courtesy."

At the core of delivering exceptional service are the individuals responsible for its provision. Within this framework, it's crucial to recognize the lasting influence that diverse organizations exert on the customer experience. This unique positioning empowers such organizations to deliver an experience that is genuinely nuanced and consistently evolves for the better. It's within this context that the TTC—dedicated to *the better way* in all its forms—invites nominations and applications for the role of *Chief Strategy and Customer Experience Officer (CSCE)*.

The Chief Strategy and Customer Experience Officer will hold a pivotal role at the TTC, reporting directly to the Chief Executive Officer. In this capacity, they will bear the responsibility of establishing and maintaining the necessary mechanisms to facilitate optimal customer service for transit riders; furthermore, their role will extend to fostering a culture within the TTC that maintains providing excellent customer service as a primary value. At the helm of strategic development, the CSCE will guide the creation of a dynamic customer service plan, designed to adapt effectively to evolving public values and needs. Overseeing the Strategy & Customer Experience Group (SCEG)—which includes Marketing & Customer Experience, Project Development & Planning, Research & Analytics, Service Planning & Scheduling, Strategy & Foresight, the Farecard Team, Revenue Operations, Revenue Protection, and Special Constable Service—the CSCE will ensure that the TTC can serve as a dedicated advocate for customers, identifying their needs and representing them throughout their journey.

Qualifications

Among the qualifications being sought in candidates, the incoming leader must have a deep and abiding commitment to advancing reconciliation, equity, diversity, and inclusion in all its forms and must believe, intrinsically, in the importance of leading with curiosity and welcoming ideas that can later be synthesized and turned into

possibility. While all candidates are encouraged to apply and, in so doing, share how they see themselves adding value to the TTC environment, the following credentials and/or experiences are seen as possible markers of the candidates most likely to realize success in the role: A) several years of extensive experience in marketing, branding, customer experience, market research, and advertising; B) superior knowledge of business and project management policies, principles, risk assessment, and communication theory; C) demonstrated leadership experience in driving innovation and achieving corporate goals alongside large teams, and preferably within unionized settings; D) direct experience interacting with governmental bodies and/or government representatives; E) proficiency in conducting and overseeing market research and analysis, as well as experience leveraging data and statistics to inform excellent decision-making; and, F) a degree in a field relevant to the position, or a combination of skills development and progressively senior leadership experience.

How to Apply

The TTC is committed to upholding the values of equity, diversity, anti-racism and inclusion in the delivery of its services and in its workplaces and is committed to fostering a diverse workforce that is representative of—at all levels of the organization—the communities that it serves. The TTC supports an inclusive environment where diverse employee and community perspectives and experiences bring value to the organization.

The TTC encourages applications from all applicants, including members of groups with historical and/or current barriers to equity, including but not limited to Indigenous, Black and racialized groups, people with disabilities, women and people from the LGBTQ(IA+) community. The TTC values and supports an inclusive and barrier-free recruitment and selection process. In accordance with the Accessible Canada Act, 2019 and all applicable provincial accessibility standards, accommodation will be provided throughout the recruitment process to applicants with disabilities.

The TTC is partnering with BIPOC Executive Search to ensure an applicant list that is diverse and is as intersectional as possible. All interested applicants can send their resume to Helen Mekonen or Jason Murray by e-mailing hmekonen@bipocsearch.com, or can apply through the BIPOC Executive Search mobile app.

We thank everyone for their expression of interest—and are truly appreciative of the time individuals put into applying—but with the limitations of time only those selected for an interview will be contacted.
