JOB DESCRIPTION

This is not a Key Safety Post

Job Title: Yield Analyst

Team: Commercial

Location: York

Reports to: Head of Revenue

Purpose of Role

Provide recommendations to improve Grand Central's yield management strategy and policies to increase revenue and reduce the risk of crowding.

Principle Accountabilities

- Use Revenue Management Systems to review trains in terms of loadings and revenue including managing performance against agreed targets and performance indicators;

- Maintain the National Reservation Service (NRS) that is fundamental in yield managing Grand Central trains;

  - Ensure T-12 booking horizon is maintained for both routes including set-up and management of services in NRS;

- Provide regular and ad-hoc data analysis using Revenue Management Systems;

- Use various data sources to identify opportunities to increase revenue and manage crowding at a business, route and market level;

  - Improve the quality of data analysis to enable more effective decisions to be taken;

  - Optimising our business at a market level, studying booking profiles and undertaking competitor analysis to increase revenue;

  - Participate in and provide administrative support for Grand Central's Special Events Group, facilitating the process of prioritising one-off events (such as

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sporting matches) that may require the business' attention, and continuously monitor the impact of demand, highlighting any risk to the business;

- Yield Manage group bookings, liaising with our suppliers to sell tickets, maximising revenues and reducing the risk of crowding;

- Maintain close communication with colleagues at Cross Country and Chiltern Railways to engage their support and ensure completion of a range of business-critical functions

- Highlight to the marketing department which markets could benefit from promotions or advertising;

- Cover for colleagues during periods of absence e.g. annual leave.

Decision Making Authority

E.g.   Detailed decisions for promotion and communications activity.
Authority to stop activities where HR working practices are deemed to be outside permitted standards.

Qualification, Experience and Knowledge Required

- Working towards a degree
- IT literate and complete in use of Microsoft packages
- Highly numerate
- Strong analytical skills

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