



## JOB DESCRIPTION

*This is not a Key Safety Post*

**Job Title:** Commercial Strategy Analyst

**Team:** Commercial

**Location:** York

**Reports to:** Customer Policy Manager

### **Purpose of Role**

Provide a wide range of analysis and modelling tasks to help shape Grand Central's Commercial strategy. Analyse current performance and undertake scenario modelling to determine Customer Relations and Customer Policy strategies, identify and oversee yield management improvements and recommend business improvement opportunities to optimise Grand Central's commercial activity.

### **Principle Accountabilities**

- Develop and maintain expert knowledge of the business at route and markets level, understanding and acting upon the differences between them. Develop a sound understanding of the customer proposition and specifics of each route such as the type of service offered, the share of capacity utilised, the mix of fares sold and the competitor environment.
- Develop scenario modelling on Grand Central Customer Proposition across customer experience space including compensation and ticketing, and contribute to continuous improvement projects;
- Produce and monitor ongoing MI & reporting requirements for Customer Relations activity;
- Support Customer Policy Manager in the implementation of Customer Relations projects and deputise as required in internal, Arriva group and external activities.
- Responsible for determining and ongoing analysis of Grand Central's yield management strategy, providing recommendations to improve our policies to increase revenue and reduce the risk of crowding.
- Provide leadership and support to Grand Central's Yield Analyst to ensure continuity of strategy and optimise the benefits of Yield Management to the business. This includes, but is not limited to: ensuring implementation of the Yield

BRILLIANT BASICS

HUMAN TOUCH

STRAIGHT-FORWARD  
VALUE

BELIEF IN  
BETTER

MAKE IT  
MEMORABLE

management strategy, being a National Reservation Service (NRS) and Revenue Management System (RMS) super-user, overseeing yield, market, product and competitor analysis, ensuring T-12 booking horizon is maintained for both routes including set-up and management of services in NRS, delivery of weekly and Period reporting;

- Contribute to analysis and evaluation of business development initiatives to inform business planning, including but not limited to timetable changes, additional services, strengthening services, new routes and impact of engineering and contingency planning, highlighting risks and opportunities to the business;
- Improve the quality of data analysis within the Commercial Department to enable more effective decisions to be taken;
- Work closely with the Commercial team, wider Grand Central business and Arriva UK Trains (AUKT) colleagues to manage, develop and exploit opportunities for business growth and improvement;
- Cover for colleagues during periods of annual leave and absence and undertake tasks as directed by your manager.

### **Decision Making Authority**

This post does not have authority to agree expenditure, pricing or discounts under the company's delegated authority rules but is expected to make appropriate recommendations to the Customer Policy Manager, Head of Revenue and Commercial Director and manage activities in line with agreed forecasts.

### **Qualification, Experience and Knowledge Required**

#### **Essential Experience**

- Educated to degree level or equivalent
- Have significant experience of analysing data
- Have excellent communication and inter-personal skills
- An understanding of rail systems and revenue reporting is desirable

### **PERSON SPECIFICATION**

- Commercially aware and able to appreciate the wider business perspective
- Able to apply analytical skills to the business environment
- Dynamic and positive individual with the enthusiasm for getting to grips with complex issues and juggle multiple responsibilities
- Able to take an innovative approach within their work
- Adaptable to a small business environment
- Able to operate in an environment where confidential information is handled
- This post may require flexibility of hours and location
- This post holder may be required to stay away from home on occasion

