

**LOWTHER HOMES
JOB PROFILE**



Job Details

Job Title	Commercial Insight Analyst	Location/ Section	Lowther Homes
Service Area	Lowther Homes	Report to	Commercial Services and Products Manager
Grade	SCP 36-39	Date Completed	June 2021

Job Summary

Working in Wheatley's single commercial subsidiary delivering private sector and commercial letting and property management services to partners and customers including other businesses. You will lead on the development and maintenance of operational insight and performance tools that will inform the development of the business and our products, and our digital transformation.

Operating within a strong performance culture you will be expected to deliver excellent performance results. You will be empowered to deliver 'right first time' services, offering personalised solutions. You will be instinctively customer focussed and have a 'think yes' attitude to ensure that our customers' experience of our services is always positive. You will understand the importance of working with our supply chain and partners to achieve delivery of efficient and cost effective services and great customer and business outcomes. You will be instrumental in helping shape future service delivery to our customers, working with a range of internal and external suppliers articulating the needs of our business and our customers through the data you analyse and present and your understanding of our business, services, products and systems.

You will work as a team to support the delivery of services from a customer experience perspective, driving creative and pragmatic solutions for customers and the business, inspiring loyalty in our customers. You will work closely with the senior management team in Lowther in order to provide key data and trend analysis on all our key operational and business metrics including customer demand, income, letting, and factoring activities. You will help create future reporting mechanisms to ensure teams and managers have all the information they need to operate effectively and understand how operations relate to the commercial drivers in our business. You will contribute to working groups and projects on behalf of Lowther in order to help achieve set objectives and support future enhancements to our services and as part of our digital transformation.

Behaviours & Competencies

Our Organisational Competencies

- Think Excellence
- Think Relate
- Think Collaborate
- Think Professionally
- Think Innovate

We want our Commercial Insight Analyst to be able to demonstrate the following behaviours and competencies:

- Put customers at the heart of everything we do
- Adept at finding creative solutions and removing the barriers that get in the way of delivering excellent customer service
- Good commercial awareness for maximising turnover and profit and identifying business opportunities
- Take responsibility for delivering excellent performance results, at individual and team level.
- Use professional judgement to achieve business outcomes

- Be a good listener and engage with your colleagues and customers on a meaningful level to resolve and issues or concerns
- Excellent communication, influencing, negotiation and interpersonal skills when interacting with customers, colleagues and contractors face to face, on the phone and using digital media.
- Ability to write and present high quality briefing documents and reports for Managing Director and Board
- Lead by example and represent Lowther in a positive and effective manner
- Respond to challenges positively and instils same in others
- Excellent IT skills
- Strong analytical and evaluation skills
- Building appropriate and effective networks for the benefit of our customers
- Excellent time management skills and the ability to work under pressure, with minimum supervision
- Self-aware, self-motivated with ability to take responsibility for own learning and continuous improvement
- Take personal pride in getting the job done
- Committed to pursuing excellence in line with the organisation's culture and values
- Flexibility, adaptability and a willingness to respond to the dynamic and changing needs of the business

Person Specification

Experience

Essential

- Our Commercial Insight Analyst must demonstrate the behaviours and competencies identified
- A demonstrable track record of implementing digital services and processes to deliver excellent value to customers, acting as the client and articulating business needs to third parties.
- Track record in analysing business information to create accurate operational management tools and business insight.
- Good analytical and evaluation skills including experience of interrogating large data sets
- Experience of interacting with senior and/or board level executives
- Experience of preparing and developing data insight to develop customer focussed solutions
- Experience of translating, interpreting and presenting findings of complex data analysis
- Ability to critically review the numbers, trends and data and come to new conclusions based on the findings
- Ability to validate results to ensure data integrity of the reports and/or files produced
- Excellent IT skills including experience of developing reports through Business Objects, Power BI or equivalent programmes.
- Ability to collate data from primary and secondary data sources and securely maintain
- Developing and implementing data analyses, data collection systems and other strategies that optimise statistical efficiency and quality
- Train internal users on reporting tools and provide ongoing support
- Strong analytical skills with the ability to collect, organize, analyse, and disseminate significant amounts of information with attention to detail and accuracy

Qualifications

Desirable

- Recognised qualification in letting and/or factoring, or equivalent, or working towards such a qualification
- Recognised qualification in Mathematic, Economic, Computer Science, Information Management or Statistics or working towards such a qualification

Job Outputs

Role output	Includes the requirement to:
<p>Deliver continuous improvement in customer satisfaction and business performance</p>	<ul style="list-style-type: none"> • You will contribute to a strong performance culture with your team applying 'Think Yes' and systems thinking to manage and improve performance across the range of key performance indicators, with a particular focus on delighting our customers and maximising business profitability. • Provide a comprehensive performance reporting and analysis function for Lowther • Assist in the design, implementation and coordination of service delivery approach and continuous improvements. • Implement and monitor performance framework, assisting Lowther Managers and the Managing Director in duties with performance management • Produce high quality month end reports for the Lowther, finance and performance teams. • Create and maintain a suite of operational management tools using Power BI or other reporting tools to focus on key information, providing information and reports in an impactful manner. • Trend monitoring incorporated into all reporting to ensure information being used to achieve continuous improvement group wide. • Maintain appropriate paperwork and evidence in relevant working file to support findings and recommendations • All performance information to be delivered in a clear, transparent and timeous manner through developing reporting systems and standard performance reports • Support the establishment and monitoring of SLAs and performance frameworks with key internal suppliers - Repairs / Nets / CSC, and support contract monitoring with external contractors • Support the use of business and customer insight to drive improvements in customer journeys • Analyse performance across the service to identify areas for improvement, then assist in the devising and coordination of implementation of support plans to meet improvement requirements • Support the achievement of Business Plan targets • Support the creation of an open performance culture in which blockages and performance issues can be identified and addressed • Support the provision of a comprehensive support service to the Lowther Board creating and delivering high quality reports and briefings • Communicate findings and recommendations both verbally and in written reports to the Managing Director of Lowther as well as other senior managers within Group • Be a strong contributor to research and drafting of business proposals for approval by Wheatley Group Exec Team and Boards • Develop and maintain up to date knowledge of Lowther products and services • Assist in the mitigation of risk with a robust approach to quality/assurance/compliance • Assist in end to end project developments for new and existing services • Research potential policy, process, system, technology and people changes that will support the redesign of continually improving processes • Support the smooth running of business as usual activity and projects

Lead our Digital Transformation	<ul style="list-style-type: none"> • Lead on our digital transformation by ensuring Lowther is a strong customer in Group digital initiatives, articulating the needs of our business and our customers. • Represent Lowther in working groups, Communities of Excellence and project teams with colleagues across the Group to ensure the needs of our business and customers are in scope and met in the solutions designed and implemented. • Develop digital reports and put in place a range of measures that capture performance information • Provide insight to assist with the formation of strategies & present internal and external benchmarking analysis across function • Assist in ensuring we have the right systems and digital tools in place to support the effective delivery of our services. • Co-ordinate initiatives to move Lowther to a wholly digital business including customer migration to transacting with us digitally. • Develop and maintain operational monitoring and performance tools to derive business insight that informs performance management and the development of our products and services.
Drive Service and Product Development	<ul style="list-style-type: none"> • Create and collate customer, market and other business insight to inform the development our existing and new products and services. • Support profitability analysis of our portfolio, products and services and option appraisals to increase profitability. • Support the development of new products including testing ideas, option appraisals, business cases, project management and implementation. • Conduct competitor analysis to inform product development, and pricing strategies
Ensure effective communication with customers and partners	<ul style="list-style-type: none"> • Portray a positive image of Lowther and the Wheatley Group • Ensure customer commitments are delivered • Listen to customer voices and use that insight to inform services, and represent customers' needs and wants in cross-company projects • Provide specialist advice and support to staff across Wheatley Group
Ensure Compliance with professional, regulatory, statutory and corporate requirements	<ul style="list-style-type: none"> • Ensure all required legislative documents are kept up to date • Ensure compliance with the Code of Conduct for Property Factors, Code of Practice for Letting Agents, tenancy and factoring agreements and leases. • Ensure compliance with all legal requirements on Lowther as a factor, landlord and business and where we act for our partners or other customers in that capacity. • Comply with and implement all our policies and procedures. • Act ethically and with integrity, in line with the employee code of conduct • Keep all customer and property records up to date and accurate and in line with our retention schedules.
Our Commercial Insight Analyst will have to demonstrate flexibility and a willingness to respond to the dynamic and changing needs of our organisation.	
Interdependencies	
<ul style="list-style-type: none"> • Customers • Lowther Managers • Lowther staff • Wheatley Hub / Customer Service Centre • RSLs • Neighbourhood Environmental Teams • Wheatley Solutions and W360 teams • Repairs teams • External Contractors 	