

Analyst, Revenue

Role Description:

The role is responsible for optimising the revenue delivery through the full selling cycle. Devising strategy, including launch and campaign phases, managing the rate of sale through trend analysis, performance management and inventory control. Reviewing overall performance to deliver accurate forecasts of volume and revenue across all international markets.

RUI: (if updating existing JD)	1531	Grade:	CUK09
Directorate:	Carnival UK Strategy & Data	Reports to:	Thomas Mahoney
Function:	Carnival UK Revenue Management & Deployment	Team:	Cunard Revenue Management
Direct reports :	Job Titles & Level <ul style="list-style-type: none"> N/A 		

Accountabilities:

- Devise and review product strategy throughout selling cycle to maximise revenue delivery.
- Support creation of pricing strategy, in conjunction with other Revenue Analysts, to deliver aligned proposition, in accordance with market pricing architectures.
- Utilise Revenue Management System (YODA) to review all cruises regularly, understanding future pricing trajectory, forecasted demand patterns and maximising coverage and adoption to deliver the optimal result.
- Work in collaboration with the Revenue Science community to understand trends and anomalies, working closely to eliminate future issues.
- Work collaboratively with the wider Revenue Management, Commercial and International teams to ensure that decisions are appropriate for respective markets.
- Work closely with all other Revenue Analysts to ensure any cross over or conflict of cruise performance is understood and optimised for CUK.
- Provide a regular revenue forecast, considering market and fare type mixes, through collaboration with all markets.
- Take an active role in driving team engagement and engendering a positive team spirit and work ethic.
- Identify revenue risks and opportunities, prioritising those where improvements could be most significant.
- Fully understand the pricing, product, distribution and promotion strategy of the brand.
- Actively seek ways to improve individual and department performance based on stakeholder feedback.
- Identify, establish and attend regular review meetings with appropriate departments to deliver requirements of the role and the department.
- Provide insight on new methods of Revenue Management that will improve the revenue.

Health, Environment, Safety, Security (HESS) Responsibilities:

- Lead by example by taking care of the health and safety of yourself and others.
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager, team leader.
- Follow safety rules and procedures.
- Use work equipment, personal protective equipment, substances, and safety devices correctly.
- Take part in safety training & risk assessments and suggest ways of reducing risks.
- Appoint shore side risk assessment Subject Matter Expert's as required to review and approve risk assessments.
- Actively promote safe working within your team and encourage safe behaviours.
- Demonstrate safety leadership in accordance with our safety leadership behaviours.

General Responsibilities:				
<ul style="list-style-type: none"> Adhere to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employee's control (list not exhaustive). 				
Scope:				
Problem solving: <ul style="list-style-type: none"> Ability to react to changes in trading as a result of external market & economic factors, using price & inventory control to optimise revenue delivery. Ability to solve complex mathematical based problems, including cancellation expectations across markets. Problem solving is an important function of the role, but equally important is the conviction & confidence to then translate theoretical understanding into practical solutions 				
Impact: <ul style="list-style-type: none"> Direct impact on CUK profitability, through the optimal delivery of revenue. Indirect impact on CUK guests & their start to end experience. Long term strategic impact, as future revenue opportunities have a large impact on 3-5 year future planning. 				
Leadership: <ul style="list-style-type: none"> Expectation of strong leadership skills, through the management, articulation & revenue delivery of assigned product. Act as a thought-leader within Revenue Management and the wider Data & Strategy space, sharing knowledge & expertise to benefit the wider business. 				
Demonstrable Behaviours:				
<ul style="list-style-type: none"> Guest and customer centric approach, passionate about enhancing the service being offered across the team. Strong communicator in all its forms across all levels of the organisation. Always looking for ways to improve personally and to the way things work. Focussed on prioritising the right things and planning to ensure success Decisive, 'can do' attitude whilst maintaining a clear focus on problem solving and seeing action through to delivery. Innovator who can develop new ideas and ways to improve the service we offer. 				
Knowledge, Experience and Qualifications:				
Qualifications – essential: <ul style="list-style-type: none"> GCSEs – including Mathematics, English and a Science or equivalent qualification A Level – including Mathematics and or a Science or equivalent qualification 		Qualifications – desirable: <ul style="list-style-type: none"> HND – Business related subject or equivalent qualification Degree – Business Studies or other business related subject or Mathematics or Science or equivalent qualification 		
Knowledge/ Experience – essential: <ul style="list-style-type: none"> Experience working in an analytical role Analytical competencies to identify trends, interpret and inform decision-making Strong Excel abilities in manipulating data 		Knowledge/ Experience – desirable: <ul style="list-style-type: none"> Experience in pricing and/or revenue management Experience in dealing with multiple market pricing and optimisation Knowledge price and inventory management processes and/or systems 		
Issue Date:	Mar 2019	Issued by (name):	Thomas Mahoney	
REWARD ONLY	Grade:	RUI:	Date Approved:	Initials:

