**Job Holder:**  **Revenue Analyst**

**Reports to: Service Revenue Forecasting Manager**

**Grade: PM1**

**Safety Status: n/a**

**Date version agreed:** **March 2018**

1. **Job Purpose**

The post is responsible for the monitoring, analysis, communication and forecasting of revenue and volume within West Midlands Trains. The post holder will be a source of expertise in the understanding and application of the influences of demand including the basis of income allocation.

**2. Principal Accountabilities**

* **Income Analysis -** Detailed monitoring and analysis of passenger income, weekly and periodically, to enable sound understanding of emerging results and trends including the quantification of the positive and negative influences on demand.
* **Income Reporting -** Responsible for communication of income results within West Midlands Trains to timescale, in particular to Commercial and Finance teams to enable their understanding of revenue results and trends.
* **Rolling Forecasts -** from weekly and period results, emerging trends identified from cause of change analysis with quantification of impact on budgets, forecasts etc.
* **Pricing Evaluation -** Responsibility for modelling various pricing scenarios, forecasting the projected and actual revenue and volume effects including the analysis of short term promotions.
* **ORCATS -** Understanding of the methodology of income allocation and the implications for West Midlands Trains including evaluation and management of income allocation claims on behalf of West Midlands Trains.
* **PDFH / Industry Groups -** Understanding of the of the key demand drivers for rail as recommended by PDFH. Represent West Midlands Trains’s interests on the PDFC which manages the research budget including the MOIRA contract and London Scheme Management Group which manages the Travelcard Diary Survey.
* **Passenger Income Budgeting -** Responsible for the production of Income budgets in conjunction with the Senior Revenue Analysis Manager, including Journeys, Miles with a breakdown by Product, Retail Outlet and Flow. A bottom up process showing the anticipated causes of change.
* **Structured liaison** **-** with Local Management including retail, marketing and revenue protection management to ensure that risks to revenue are minimised and opportunities pursued and outcomes measured.
* **Adhoc Analysis -** Key involvement in project work. Developing business cases for various planned changes, measuring return on investment. E.g. Product, Price,Car Parking, timetables etc.
* **LENNON -** To be expert in the functionality of the management information system, maximising its potential for West Midlands Trains. The post holder is also responsible for the administration of the system ensuring all users are trained and updated with latest system enhancements.
* **Commission –** To manage the reporting and analysis of Commission Payable and Receivable to enable the understanding of the true costs of sale for West Midlands Trains.
* **Car Parking –** To manage the reporting of Car Parking revenue in the same way as Passenger Revenue. Identify the causes of positive and negative impacts on this important source of revenue.
* **Revenue Management System –** Being responsible for the management Advance Purchase allocations on a key route via a Decision Support System, to maximise overall passenger revenue for the route.

**3. Context**

**A: Operating Environment:**

This is an office based role with other members of the Revenue team. The post holder would work very closely with the Service Revenue Forecasting Manager, ideally seated in close proximity. As this is a very analytical role, there would be a significant amount of time spent at a desk working at a computer.

**B: Framework and Boundaries:**

The post holder will work very closely with the Service Revenue Forecasting Manager, making recommendations on approach to resolving issues.

**C: Organisation:**

Please see the organisation chart(s) at the end of the document.

**4. Relationships**

**A: Reporting lines**

(i) Subordinates

There are no direct reports to this role.

(ii) Superior(s)

This role reports directly to the Service Revenue Forecasting Manager.

There is considerable ‘day to day’ contact with senior management in both West Midlands Trains and other organisations, e.g. RDG, Other TOCs, Suppliers.

The formal relationship will work via monthly 1:1s with the line manager / subordinates and being part of Revenue & Retail Systems team meetings.

**B: Other Contacts:**

(i) Within the Company:

Being a team player within both the team and the wider Commercial team is very important. There will be a particularly close working relationship with Finance, Operations Planning.

(ii) Abellio Group:

The post holder will need to forge strong working relationships with colleagues at Abellio Group TOCs (Greater Anglia, Scotrail, Merseyrail).

(iii) Outside the Company:

There is significant contact with RDG/RSP through groups like LAC, SMG, PDFC as well as liaison with the DfT and other TOCs.

**5. Knowledge and Experience**

* A highly numerate individual with strong IT software ability in Microsoft Excel and Word among others.
* Excellent capability to grasp and solve complex issues and systems quickly.
* Excellent understanding of UK passenger rail income with particular reference to the regulatory framework, income allocation methodology and rail demand drivers.
* Understanding and expertise in the industry wide management information systems, e.g. LENNON, MOIRA, NRS.
* Knowledge of West Midlands Trains operations and geography.
* An extremely well organised individual with the ability to employ logical processes.

**6. Job Challenge(s):**

The 3 most important and challenging aspects of the job are;

1. Organised Individual – It is absolutely vital that the post holder employs a logical process for forecasting, budgeting, analysis and income allocation to ensure quality of work and being able to meet time deadlines.
2. Working with people – developing strong working relationships across the company and other 3rd party organisations. .
3. Problem Solving – Income allocation always throws up new and complex issues which require thinking through, i.e. implications, range of potential outcomes.

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| 7. | Role Dimensions |
| Financial | Non-Financial |
|  |  |
|  |  |
| 8. | Authority |
| Authorised by: |  |
| Departmental Director: |  |
| Date: |  |
| I acknowledge receipt of this job description and I confirm that I am fully conversant with its content | |
| Post Holder Name: |  |
| Post Holder Signature: |  |
| Date: |  |
| 9. | Deputising Arrangements (if applicable) |
| I acknowledge receipt of this job description and I confirm that I am fully conversant with its content | |
| Post Holder Name: |  |
| Post Holder Signature: |  |
| Date: |  |