**Job title: Business Analyst**

**Responsible to: Business Development & Commercial Manager**

**Accountable to: Business Development and Commercial Director**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Our Values**

## Fulfilling Lives is our core purpose

## Every one of us makes a difference is the belief that drives us

## Caring, Passionate and Teamwork are the values that underpin everything we do

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Job Summary

This role will sit within the Business Development team of Residential Care Services. The role will primarily involve the cyclical analysis of selected care homes to inform annual and strategic business planning. This role supports and is linked to operational and financial activity and seeks to maintain a current view of the positioning of each home within its market using multiple data sources and to make recommendations for changes in price and or service. This is an office-based role which will require some travel to our homes.

### Key Responsibilities

* Review selected local markets on a cyclical and on demand basis to understand competitor activity including price, occupancy and sales strategies where available
* Review selected local markets to assess wealth profiles, demand and shortfalls in supply of specific accommodation and service lines
* Producing user friendly summary reports for colleagues
* Collate information from internal sources – including sales, marketing, financial and operational data to inform decision making in the context of identified market opportunities
* Make recommendations to stakeholders for price and service opportunities
* Using data from market and competition reviews make recommendations for investment priorities in the built environment and service delivery in order to support performance growth
* Interact with other functions to obtain information required, including Home Managers and CRM’s
* Visit any relevant homes to gain an in depth understanding of the built environment and offer
* Ensure that all information provided is up to date or updated on a regular basis
* Maintain relationships with relevant external parties such as mystery shoppers and commission where required delivering reports to stakeholders
* Ensure all key stakeholders are communicated with and be the point of contact for any enquiries
* Attend meetings to present the findings and suggestions for next steps
* Provide Financial Modelling support on an ad hoc basis

### Health and Safety

As an employee of Care UK, the post holder has a duty under the Health and Safety at Work Act 1974, to:

* Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.
* Co-operate with their employer to ensure compliance with Health and Safety legislation and the Health and Safety policies and procedures of the organisation, not intentionally or recklessly interfere with, or misuse, anything provided in the interests of health, safety, or welfare, in pursuance of any of the relevant statutory provisions.
* To ensure that adequate measures are taken to protect the health and safety of all staff including the maintenance and upkeep of a safe environment.

**Data Protection**

The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act and the company’s ISO27001 accreditation.  This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorised persons or organisations as instructed.

* This list of duties and responsibilities is by not exhaustive and the post holder may be required to undertake other relevant and appropriate duties as reasonably required.
* This job description is subject to regular review and appropriate modification.

I confirm I have read and understand this Job Description

|  |
| --- |
| **Name of postholder** |
| **Signature**  |
| **Date** |

##### Person specification

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Essential** | **Desirable** |
| Qualifications | * GCSEs (or equivalent)
* Educated to degree level or equivalent

  |  |
| Experience | * Ideally a minimum of 2-3 years’ experience in an analytical role
* Experience of taking ownership of projects and providing suggestions
 | * Experience in the residential care home sector
 |
| **Technical Skills** | * Use of Microsoft software, in particular Microsoft Excel
* Ability to use Market analysis tools
* Excellent mathematical skills
 |  |
| **Personal Qualities** | * Self-motivated, flexible and enthusiastic approach to work
* Works collaboratively with others sharing ideas and information at all times
* Effectively builds trust with a consistent approach between actions and words
* Proactive approach to problem solving, to analyse all information available and provide a recommendation for growth
* Ability to communicate effectively with others, both internally and externally
* Takes ownership of workload and is flexible in their thinking
 |  |