**Job title:** **Pricing and Revenue Manager**

**Responsible to: Commercial Controller**

**Accountable to:** **Director of Commercial Finance and Planning**

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**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

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## Job Summary

Lead and manage the pricing and revenue management function, with the aim of positively impacting the business by supporting all aspects of pricing and revenue management. Equip the business with the right recommendations, insight and analysis at the right time in order that effective decisions are made and outcomes are measured and understood.

### Key Accountabilities

* [Ownership of the external market and competitor analysis, using this insight to develop the revenue strategies]
* Formulate and implement revenue management strategies for the business to maximise the revenue potential of the homes
* Development and management of a matrix model which flags when pricing reviews and/or decisions should be taken
* Lead post implementation reviews of pricing, promotion, and discounting activity; apply structure to the sales tool kit
* Work with key internal stakeholders to positively influence the delivery of the revenue strategy

### Key Responsibilities

* Guide the implementation of a strategic approach to revenue management:
  + Propose and agree with the business strategic revenue groupings to segment the estate. Each grouping to consist of defined KPIs for both target position and year-on-year change against which plans can be set and progress measured.
  + Development of a readily refreshable view of cost, demand and profitability by service type by home that prompts review or supports connected decisions. Refresh bi-annually and measure the impact of any changes made.
* Guide the business to optimal pricing or service mix;
  + The creation and maintenance of a data matrix, internal and external, that prompts dynamic in-year review of self-pay pricing
  + The development of a format for recommended price change to support a decision with the expected link between price, volume and mix made clear. Coordinate the submission and approval process. Measure, assess and summarise the impact of each change.
  + The development of data led analysis that informs where opportunity, budgeted or unbudgeted, exists to develop self-pay mix along with a dashboard that measures overall progress as well as relative progress by home
  + Lead a project to expand the existing self-pay rate cards into a room-by-room pricing sheet by home that maximises the opportunity to charge accommodation differentials
  + Process ownership of the annual inflationary increase to self-pay rate cards providing clear internal and market data that supports the recommendations home-by-home
  + Presenting informed scenarios of price versus time to fill for new homes together with impact on overall business case (price elasticity)
  + Maintenance of the RCS dynamic pricing model ensuring that internal and market data content is regularly updated
  + Bi-annual review of relative dependency and fees within a home to highlight where fee and dependency are diverging or where outliers exist so that targeted action can be taken.
* Equip the business with a sales toolkit and better understanding of overall price evolution
  + [Work with relevant stakeholders to implement a set cycle and more consistent capture of a home’s market and competitive position]
  + Produce monthly commentary on the impact of price changes and discounting activity
  + Define and maintain a dashboard that tracks and presents the overall evolution of non-contract Average Weekly Fee for Care UK [in the format of a price index?]
  + Coordinate the interested stakeholders in the development and approval of a sales toolkit thereafter maintaining its use, evolution and impact
  + Other ad hoc analysis projects relating to revenue management

### 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 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

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| **Name of post holder** |
| **Signature Date** |

##### Person specification

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| **Criteria** | **Essential** | **Desirable** |
| Qualifications | * Strong academic qualifications |  |
| Experience | * Revenue management experience * Senior role within complex, multi-site business * Demonstrable track record in positive influence of business performance * Use of market and business data to make recommendations on pricing and service provision * Complex analysis involving large volumes of data * Adding commentary and insight to the numbers * Delivery of project based or non-routine assignments * Summarising and presenting information to senior colleagues | * Care, hospitality or retail sector |
| **Technical Skills** | * Advanced Excel and modelling * Use of systems requiring extraction of large data volumes * Strong analytical skills |  |
| **Personal Qualities** | * Calm and considered approach * Takes satisfaction from coaching and developing others * Good communicator * Influencing skills * Driven by improvement and adding value * Able to balance pressure of keeping multiple work streams progressing |  |