

# Revenue Management Apprentice

**Role Description:**

The role is responsible for carrying out detailed analysis that supports the optimisation of the revenue delivery throughout the selling cycle. Reporting into the Senior Revenue Analyst, the role will take an active involvement in the management of the New Launch Product and Campaign cycle process, as well as carry out independent analysis highlighting potential revenue making opportunities

<b>RUI:</b>	1595	<b>Grade:</b>	CUK Level 12	<b>Criminal record check required</b>	Basic
<b>Directorate:</b>	Revenue Management & Deployment	<b>Reports to:</b>	Manager, Revenue		
<b>Function:</b>	P&O Cruises / Cunard	<b>Team:</b>	Revenue Management		

**Accountabilities:**

- Play a key role in development and implementation of the Launch and Campaign process
- Carryout analytical research using historical data and identifying revenue optimising opportunities
- Presenting findings of analysis in clear and informed manner
- Forward projections based off of data analysis
- Delivery of the day to day revenue management processes
- Identify revenue risks and opportunities, prioritising those where improvements could be most significant
- Take an active role in driving team engagement and engendering a positive team spirit and work ethic
- Fully understand the pricing, product, distribution and promotion strategy of the brand and apply this to the analysis
- Actively seek ways to improve individual and department performance based on stakeholder feedback

**Proven Behaviours:**

**Speaks up** - Speaks the truth, shares ideas and raises concerns

**Respects & Protects** - Respects different perspectives and follows procedures to protect others, the environment and safeguard CUK's reputation

**Improves** - Works together with others and keeps up to date with rules and protocols

**Communicates** - Is open, trustworthy and speaks honestly and with clarity

**Listens & Learns** - Learns from experience & others, looks to continuously develop

**Empowers** - Shows energy and enthusiasm, supports others and shares ownership of tasks

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

- 'Respect and protect' the health and safety of yourself and others
- Speak up and report all accidents, 'near miss' incidents and work related ill health conditions to your manager
- Work to HESS rules and procedures by following the HESS Golden Rules
- Use work equipment, personal protective equipment, substances, and safety devices correctly
- Take part in safety training & risk assessments and suggest ways of reducing risks

**General Responsibilities**

- Adheres 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).
- Undertakes ad hoc duties as required.

**Problem solving:**

- Ability to analyse large data sources, make observations and recommendations
- 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:**

- Direct impact on CUK profitability, through supporting 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:**

- Ability to work independently as well as part of an established team
- Act as a thought-leader within Revenue Management and the wider Data & Strategy space, sharing knowledge & expertise to benefit the wider business

**Knowledge, Experience and Qualifications required:****Qualifications – essential:**

- Maths and English Language GCSE grade A\*- C / level 4 or equivalent

**Knowledge/ Experience – essential:**

- Experience working in team environment
- Strong communication skills

**Knowledge/ Experience – desirable:**

- Minimum of 104-112 points\* at A2 (Grades BCC) or an equivalent e.g. BTEC DMM
- A-level or equivalent qualification including quantitative analysis
- Experience of analysing data on a large scale
- Knowledge of information technology using spreadsheet, visualisation and presentation software

**Issue Date:**

June 2022

**Issued by:**

Amy Mayhew, HR Consultant

**REWARD ONLY****Grade:** CUK Level 12**RUI:** 1595**Date Approved:** 24/06/2022**Initials:** CM