

Job Description

Job Title: Commercial Analyst

Name of Jobholder:

Reports to (title): Head of Commercial Operations

Department: Operations

Salary: £25,000

Hours of Work: 35 hours Monday to Friday

Date: January 2021

Main Purpose of the Job

Reporting to Lancashire Cricket's Head of Commercial Operations this role is responsible for gathering and presentation and analysis of all data within The Club to support efforts to drive Revenue, Yield and Margin maximization (RYMM) at Emirates Old Trafford.

Supporting the Head of Commercial Operations in ensuring that every member of the Lancashire Cricket team understand the importance of RYMM and are focused on it at every decision.

Specifically, this role will assist in preparing data and reports for Hotel, Conference & Events, Café Nero, parking and Retail P&L, Yield Management, and training with new revenue potential through CAPEX or 2nd Gate plans, focusing on investment appraisals & ROI.

This individual will support the weekly trading meetings focused on data analysis with an aim to work on a few key focus points.

Principle Responsibilities:

(the major end results the job is expected to achieve)

- Be responsible for gathering system data from across The Club that will allow for future business decisions to be made. E.g. Hotel Statistics, Retail Basket Size, e-Commerce and Digital information, Source of Business and web-traffic.
 - Work closely with all departments (such as Finance, Retail, Hotel, C&E, Ticketing) to build relationships with the teams and ascertain what information we have available.
 - Work closely with the Head of Commercial Operations to identify trends and opportunities to improve revenue and overall contribution.
 - Be responsible for accurate collating and reporting of data (in various forms) and ensure that the data is available for HOD's and Exec Team members to use when required.
 - Create and build any reports required for the benefit of the business.
 - Assist with the preparations of Weekly Trading Meetings and Monthly Business Reviews.
 - Support the Head of Commercial Operations in P&L analysis and in any data capture from P&L reviews, to ensure continued improvements in performance.
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- Support the Head of Commercial Operations and the Finance Team with preparations of ETA's and MI.
 - Work closely with the Digital Retail Executive and the Kit Admin Co-Ordinator to support the Head of Commercial Operations in all goals and aims.
 - Support the Head of Commercial Operations in driving greater system integration to improve MI.
 - Support the Head of Commercial Operations and the Operations Director with preparation of CAPEX projects and Investments appraisals, assisting with tasks as required.
 - Provide support to the Head of Commercial Operations as required with any business-related matters.
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Knowledge / Experience / Skills Needed

(the expertise needed to perform the job to the required standard)

- Excellent analytical skills with strong experience of working in data analysis and using tools such as Google Analytics, Power BI or similar programmes
- Excellent and advanced Excel (or similar program) skills.
- Proven track record in the preparation of details cross platform analysis.
- Experience in the Hospitality Sector, ideally a Sports or Event based Venue.
- Proven track record of being able to analysis data and provide trend reports.
- Self-motivated and driven to provide new ways of working to improve all aspects of Commercial Operations.
- Knowledge of Hotel and Conference, Events business and the system/financial make up of such.
- Experience of working with Management Accounts and P&L
- Ability to communicate at Executive Team level
- Experience of preparing business reviews
- Excellent communication and interpersonal skills, a team player with strong influencing skills
- Strong organizational and time management skills, able to manage multiple projects and deadlines
- Strong interest and knowledge of data capture to enable decision making
- High levels of energy and a flexible approach to working hours

Assignment and planning of work

(who will assign work to the person)

Work is assigned by the Head of Commercial Operations. It is envisaged that this role will have to build and create reporting therefore some of the workload will have to come from themselves too.

Almost all areas of this role require good planning in advance and require approval from the Head of Commercial Operations.

Agreed and signed by

Jobholder

Manager

Date

Date to be reviewed
