

**Job Title:** Business Information & Scheduling Analyst  
**Reporting to:** Pricing & Research Analyst **Job Band:** Band 5  
**Direct Reports:** 0 **Size of Team:** 23

The Business Information & Scheduling Analyst will research, analyse, forecast and interpret market and customer demand for training courses, sharing findings by producing reports for senior management and key stakeholders. You will work with and help the training function to optimise the scheduling of courses and analysing changes to revenue and the product portfolio. This role includes the scheduling of 21,500 courses across 260 locations.

## Key Responsibilities

- Analyse sales of scheduled courses and provide a rolling schedule of courses nationally, at least 15 months ahead taking into account customer demand, capacity and revenue opportunities
- Analyse customer data to identify the business and local community potential at all locations.
- Identify potential training locations where opportunities are not being exploited, work with relevant stakeholders to propose a schedule of courses to test the market according to the local demographics
- Input the planned courses onto the SJA systems (MIS) in a timely and accurate manner
- Regularly analyse the purchasing trends of customers by course types and individual location and provide information to business stakeholders
- Regularly review the forthcoming schedule to identify revenue opportunities and make necessary arrangements to enable the potential and to cancel or cap courses where necessary
- Regularly review the forthcoming schedule to maximise margin and customer experience, making alterations in a timely manner in line with defined processes
- Work with training delivery and other stakeholders to manage changes to schedules
- Coordinate with Facilities, Resources and external venues to ensure that rooms are booked and other issues are addressed
- Coordinate, process and monitor all discount requests ensuring that the correct approval procedures are adhered to in line with the agreed discount process and pricing model
- Support the Pricing and Research Analyst in the development and delivery of KPIs, pipeline reports and other Sales and Customer Services reports
- Maintain excellent internal and external working relationships with training delivery stakeholders
- Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.

## You will

- Be able to travel nationally on an occasional basis

## Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
<b>Education and Qualifications</b>		
Educated to GCSE level or equivalent (Grade C), minimum of 5 including Maths & English	✓	
Business degree (Management, Marketing, Economics, etc)		✓
<b>Experience</b>		
Demonstrable experience of performing successful business analysis and production of KPIs and ad-hoc reports	✓	
Experience in the production of reports within a complex organisation that are used in a decision making process	✓	
Experience in monitoring pricing strategies, cost analysis and market trend interpretation	✓	
Experience of extracting data from systems, understanding strategy and making recommendations	✓	
Experience of data and demand analysis in a comparable context/ environment		✓
Experience of working with and providing data analysis services to multiple stakeholders		✓
Project management experience, managing multiple deliverables across a wide geographic area		✓
<b>Skills, knowledge and abilities</b>		
Ability to work with and maintain a high degree of accuracy and attention to detail	✓	
Excellent interpersonal skills with ability to communicate effectively at all levels including senior management and able to build strong relationships and liaise effectively across other departments	✓	
Excellent planning and organisational skills, with the ability to work under pressure, to strict deadlines and able to prioritise own workload	✓	
Strong numerical skills, able to work confidently with sales data and figures, statistics, calculations and is financially astute	✓	
Ability to use MS Office applications at an advanced level	✓	
Knowledge of Business Intelligence tools such as Qlikview or Power BI		✓
Knowledge of St John Ambulance training products		✓

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: JO

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