

Job Title:	Commercial Analyst	Team:	Commercial (BI)
Reports to:	Head of Commercial	Reporting in:	None

One Team One Vision

Every member of the Explore team agrees to actively contribute to the company’s success. Explore has a flexible and open working culture and expects all staff to be flexible in their own approach. This means being willing to help out with any task, role or project at any time, as required.

It is equally important that all team members have a positive, pro-active and customer-focussed attitude, and are happy to work in an ever-changing business environment.

Role Summary and Job Purpose:

The role is accountable for developing and delivering commercial reporting to the Head of Commercial and the whole Explore business. It will challenge the Head of Commercial and other leaders on the commercial drivers behind gross margin performance and how to increase that over time.

It is a role for an individual who enjoys playing with data to build a picture of business performance, report on such performance in an understandable manner, and is driven by a positive commercial impact.

Sustainability and Responsible Tourism is at the core of what we do, and should be a passion for everyone employed by the Group.

Main Responsibilities and Key TasksData and reporting

- Owner of the Explore “Data Hub”; a central repository of key trading data
- Ensure the Data Hub is refreshed regularly and reliably with the latest trading data, primarily via SQL, liaising with IT to achieve as necessary
- Extend the Data Hub to include additional data sets from reliable sources as necessary, e.g. Google Analytics, additional CRM data, etc.
- Use data within the Data Hub to deliver commercially focused reporting to stakeholders at all levels
- Continuously review and revise such reporting to ensure it is accurate and helping drive the right commercial decision making

Analytics and commercial focus

- Deep dive into data that is available to aid margin-led commercial decision making, e.g. comparing trips / destination regions / customer demographics / source customer regions / etc.
- Present analysis in a manner that is understood by all relevant stakeholders and focuses on the commercial benefit
- Manage yield and capacity processes within a framework outlined by the Head of Commercial. At times, challenge that framework with insight gained from the available data.
- Commercially value different trading scenarios
- Assist with strategic planning and input into budgets and 3 year planning process

- Assist with target-setting for all areas of the business based on the agreed strategic plan, budget and reforecast

Skills, Knowledge and Experience Required

- 3+ years experience in an analytical role, either in finance, commercial, sales or marketing teams
- Experience of working in an industry with a variety of commercial drivers (e.g. travel) would be a significant advantage
- Ideally worked in a team with considerable interaction with actual financial performance metrics
- Skilled at interrogating data with SQL, working with CRM data, and preparing dashboards in Excel and other BI tools
- History of presenting commercially-focused data and breaking-down complex analysis into logic steps
- Self-critical with a focus on improving quality of analysis, process and output
- Mentally agile; inquisitive and challenging of the status quo
- Driven by improving overall business performance and profitability
- Understanding of what sustainability and responsible tourism means for a small group adventure travel business

Explore reserves the right to vary your tasks, duties and responsibilities at any time and from time to time according to the needs of the Company's business. However, you will not be assigned to duties or required to perform services which you cannot reasonably perform or which are outside the range of your normal skills and experience. There will also be times when you may be asked to transfer, either temporarily or permanently, to an alternative job within the Company. Where this is agreed with you, either on a temporary or a permanent basis, it will be confirmed to you in writing.

Date of Description: 22nd April, 2022