

Role Information	
Job title	Revenue Management Analyst
Band/Grade	Band 3
Reports to	Revenue Delivery Manager
Department	Revenue Management

Job Purpose
<p><u>What are we looking for?</u></p> <p>We are looking for conscientious and committed individuals who are great team players, to join us in delivering British Airways’ customer revenue. You might be just starting out or some years into your career journey, most importantly you will have a curious and entrepreneurial spirit as well as the ability to take ownership of & make important commercial decisions based on your analysis of historical and market trends. Strong problem-solving & communication skills, decisiveness, judgement and the ability to take the lead and inspire others are the key traits that will ensure success in this role.</p> <p><u>What roles are available?</u></p> <p>We have opportunities across the department, in both our pricing and inventory management functions, for individuals with a strong analytical background and the ability to balance the needs of the business and its customers when taking commercial decisions. You’ll take responsibility for maximizing millions of pounds of revenue on a specific portfolio of routes or geographical area. Your actions will directly drive the price BA offers to its customers and ultimately the financial performance of the routes you manage.</p> <p>The core skills & capabilities are similar for all roles available.</p> <p><u>What does the Revenue Management Department do?</u></p> <p>Our Revenue Management team is at the heart of the airline’s commercial function and works with a huge variety of teams in BA and our global partner airlines. The team is responsible for delivering customer revenue for British Airways, maximising the revenue generated for each flight in the schedule. This includes making sure that British Airways has the correct fares in each market at any point in time and applying sophisticated yield management techniques to drive the right blend of those fares.</p> <p>We achieve this by having a clear understanding of what is happening in the marketplace; predicting demand for travel, understanding competitor behaviour and analysing our commercial results. We then form our commercial strategies and adapt them rapidly as market conditions evolve.</p> <p><u>What’s in it for you?</u></p> <p>We offer a competitive salary as well as a comprehensive package of benefits, including travel concessions, industry discounts and company pension options. You will also be part of the annual bonus scheme that is linked to individual and company performance.</p>

You will receive thorough and structured induction training, that is tailored to teach you the skills you will require to excel in the role through a mixture of classroom and one-to-one training formats. You will be part of a team of individuals who are passionate about the getting the best possible results for BA, making decisions that have a direct impact on revenue generated, continuously developing and having fun along the way.

We run a structured career progression framework within the department, that recognises the contribution that individuals make in their day-to-day roles as their capabilities grow and develop. There are regular opportunities to move between teams within the department, so you can learn multiple aspects of revenue management and position yourself for future career moves. Some typical career paths include Pricing Analyst to Inventory Executive, or vice versa, to Commercial Agreements or Revenue Delivery Team Leader.

Principal Accountabilities

To help you get to grips with Revenue Management at British Airways you'll be involved in the day-to-day management of a portfolio of routes and/or price products, directly impacting revenue performance to the tune of millions of pounds. You will work in a small team of passionate and experienced individuals within a department of almost 200 people, working together, and with other key areas within the airline, to deliver and grow British Airways' passenger revenue. Some of your responsibilities will include:

- Developing strategies to offer the correct price to a wide range of customers in different markets across different seasons and peak travel periods
- Reviewing business performance and taking appropriate actions to improve revenue performance where necessary
- Spotting and reacting to future revenue challenges (e.g. competitor, economic) before they negatively affect performance
- Ensuring that your strategies and actions are complementary with colleagues in other parts of Revenue Management and the wider Commercial department
- Working as part of a team, you will be comfortable sharing ideas whilst also ensuring best practice is followed
- Monitoring economic, market and channel trends and taking appropriate pricing actions
- Leading & contributing to projects that test out new ways of increasing revenue through making pricing, inventory, or system changes

Job Dimensions

Dimension	Circa £350m (depending on geographical area)
Team	Revenue Management

Key Interfaces

Global Sales, Marketing, Network Planning

Person Specification

Experience & Skills

- Problem-solving – analyse problems, provide solutions & recommendations
- Results focus – maintain focus on goals & sees tasks through to completion
- Curiosity – explores creatively & challenges constructively

- Communication – succinct & meaningful communication style
- Collaboration – develop purposeful working relationships with colleagues & stakeholders
- Mentorship – share expertise & foster an environment conducive to learning
- Self-awareness – understand others, what motivates them and how to work co-operatively with them

Qualifications (Essential or desirable)

- The desire & ability to learn (essential)
- Numerate background/experience (desirable)

British Airways Plan4 Behaviours – FSLT

Faster	Clear on what needs to be achieved, brave enough to try new things and make decisions quickly to ensure we can deliver what we commit to.
Smarter	Innovate and constantly seek improvements through understanding our customers and the market in which we operate, sharing knowledge and embracing digital solutions to beat the competition.
Leaner	Question the value of what we do, aim to reduce complexity and are always cost conscious to ensure we can reinvest where it matters most.
Together	Together we will achieve our vision; because together we are British Airways.