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| ROLE TITLE: SMR Commercial Analyst | DATE: May 2025 |  |
| GRADE: D | BUSINESS UNIT: SMR |  |
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| **Role** | **Need to Do** | **Need To Know** | **Need to Be** |
| **Role Purpose**The objective of the role is to help drive commercial and operational decisions within RAC’s Service, Maintenance, and Repairs (SMR) division by providing timely analysis. The role will work closely with SMR Commercial Director, SMR Trading Manager, and the rest of the SMR’s Senior Leadership Team (SLT) on understanding and driving the right operational behaviours and commercial outcomes.Responsible for all commercial analysis supporting day-to-day data-driven decision making. **Reports to:**SMR Commercial Director**Direct Reports:**None **Relationships:***Internal:** SMR Senior Leadership Team
* SMR Trading Team
* SMR Finance
* SMR Mobile Mechanics Operations
* SMR Contact Centre Operations
* Data & Reporting Teams
* Peer group across RAC

*External:** Parts Suppliers
* Commercial partners aligned to corporate partnerships
 | ***What the role must deliver**** Support with answering day-to-day commercial and operational questions focused on “landing the day” and achieving key commercial and operational outcomes.
* Analysis around ARPU, margins/profitability, pricing, job cancellation & movement rates, productivity (mobile mechanic and contact centre), repair mix, channel mix, etc.
* Turn around pieces of analysis quickly and test specific hypothesis that will allow the SLT to make trading decisions.
* Run ‘simulations / scenario analyses’, estimating potential commercial and operational impact of proposed trade actions and new initiatives.
* Work with SMR Data Team and SMR Reporting Analysts on turning tactical, one-off analysis into scalable and repeatable KPIs, where required.
* Develop business cases supporting new initiatives.
* Provide analytical support to weekly trade process.
* Support in pricing new commercial agreements with fleet customers and pricing new SMR product offerings.
* Own SMR business KPIs and their definitions.

  | ***Skills/Knowledge/Experience**** Strong commercial acumen and understanding of commercial levers and trade-offs.
* Proven track records of driving commercial and operational decisions through actionable data analysis.
* Comfortable with delivering directional insights at short notice, clearly articulating the caveats behind.
* Able to prioritise effectively with proven experience of working in a fast-paced changing environment
* Tolerance of ambiguity, resilience and patience to work within a pressured environment with a positive attitude whilst being a self-starter with drive and desire to make an impact upon the business.
* A good understanding of business performance metrics within Operations and how they are influenced
* Proficient in advanced Excel analysis
* Desired: Basic database querying skills, e.g. Snowflake
* Desired: Competent in the use of MS Dynamics and other operational associated systems
 | ***Capabilities/Strengths:***Core Competencies:* Achievement drive L4
* Commercial Awareness L4
* Customer Focus L5
* Leadership L4
* Interpersonal and influencing skills L4
* Team working L4
* Developing Self and Others (L4)
* Specialist Knowledge (L4)

Needs to exhibit behaviours consistent with RAC core values  |