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| **ROLE Title:** | PRICING ANALYST | **DAte:** | FEBRUARY 2025 |
| **GRADE:** | C | **Business Unit:** | CR: PRICING & VALUE |
| **Role** | **Key Responsibilities:** | **Skills / Knowledge / Experience:** | **Competencies / Values** |
| **Role Purpose:**  This role offers considerable opportunity to influence our pricing and the ability to implement and deliver improvements across the Consumer Business.  The role will support in developing opportunities based on expert analysis, market insight and innovation to deliver best in class pricing practice and execution, that drives our trading performance.  **Context:**   * Highly competitive market, set against a background of changing social, legal and economic pressures, with an emergence of new risk scenarios * Changing regulatory environment * UK based and operating within the largest P&L within the RAC * Critical role in achieving and maintaining RAC’s strategic priorities, whilst driving acquisition performance, overall profitability and mitigating churn   **Reports to:**   * Head of Technical Pricing   **Key Relationships:**   * Acquisition / Retention Squad * Consumer SLT * Consumer Pricing & Finance Teams * Marketing & Insights Team * Working closely with marketing and compliance colleagues to understand any regulatory requirements and ensuring that pricing satisfies these. | * Help deliver the successful delivery of Consumer pricing strategy, development and initiatives across the Division, driving profitability upwards. * Data production: reconciling and validating datasets, ensuring data processing is efficient and effective, exploring new techniques/software to support data migration programs. * Modelling: Using statistical modelling software (e.g. Emblem, Python) to predict consumer behaviour such as propensity to purchase, claim, cancel etc. Investigating new modelling techniques to improve the predictiveness of the models. Testing whether new data enrichment improves the performance of models. * Validating performance over time: working with implementation teams to ensure customer facing models are deployed correctly, running regular monitoring to ensure the model predictions are as expected, monitoring the performance of the models over time and recommending corrective changes where necessary. * Price optimisation: analysing price trial data and/or competitor pricing data to infer customer behaviour, using this alongside other behaviour models to optimise pricing. * Develop forecasting models & explain weekly/ yearly variances vs forecast . * Understand FCA regulatory guidance, both Pricing and non-Pricing * Ensure decisions taken are compliant and adhere to Governance sign off processes.   **Key Performance Indicators:**   * P&L and Budget plan delivery supported. * RAC margins maintained / increased * Accuracy of models * Strong relationships with peers facilitating cross-team problem solving * RAC perceived by others as market leader * Compliance with all appropriate company Policies ensuring appropriate sign-offs achieved through the Pricing & Product Forum, RAC Exec Board. | **Skills/Knowledge/Experience**   * Pricing experience in relevant field (such as Finance, Insurance, Banking etc.) or academic focus. * Technical knowledge of pricing and analytical techniques, in particular GLM/GBMs bonus. * Highly numerate with strong analytical & problem solving skills. * Experience of coding software (e.g. SQL, Snowflake, SAS). * Experience of visualisation tools (e.g. Power BI, Tableau) * Experience of statistical modelling software (e.g. Emblem, Radar, R, Python) advantageous. * Experience of optimisation software (e.g. Radar optimiser, Earnix) advantageous, but not required.   **Personal Attributes:**  We’re looking for a skilled analyst to handle complex business challenges  In addition you’ll demonstrate:   * Strong delivery * Strong stakeholder management experience with a demonstrable ability to build relationships based on credibility and trust with Exec, regulators and Group-wide stakeholders at all levels * Finance acumen to build, track and deliver business cases * Continuous improvement approach   **Qualifications/FCA:**   * Relevant numerate degree/post qualification. | **RAC competencies:**   * Strategic Thinking – Level 2 * Achievement Drive – Level 3 * Judgment and Decision Making – Level 3 * Commercial Awareness – Level 3 * Interpersonal & Influencing Skills – Level 3 * Continuous Improvement – Level 3 * Leadership – Level 3 * Leading Change – Level 3 * Developing Self and Others – level 3   **Location**  Hybrid working with the requirement to work out of the Bristol office twice a week.  **Values**  A role model who demonstrates the highest standards of ethical and professional behaviour consistent with RAC HERO values:  **Handle it Together**  Cares about impact on others, shares ideas and positively challenges others  **Exceptional Service**  Has best interests of colleagues and customers at heart, goes the extra mile to enhance customer experience, understands business strategy  **Raise the Bar**  Driven and ambitious, challenges self and others, continually learning  **Own It**  Leads by example, trusted to achieve right outcome, passionate |