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| **ROLE Title:** | SENIOR PRICING ANALYST | **DAte:** | FEB 2025 |
| **GRADE:** | D | **Business Unit:** | CR: PRICING & VALUE |
| **Role** | **Key Responsibilities:** | **Skills / Knowledge / Experience:** | **Competencies / Values** |
| **Role Purpose:**  This role is a critical role that offers considerable opportunity to influence our pricing and the ability to implement and deliver improvements across the Consumer Business  The role will lead 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 profitability and mitigating churn   **Reports to:**   * Head of Technical Pricing   **Key Relationships:**   * Exec/Board * CEO Consumer / Retention Squad * Consumer SLT Directors & Finance MD’s * Consumer Pricing & Finance Teams * Marketing & Insights Team | * Help develop the successful delivery of Consumer pricing strategy, development and initiatives across the Division, driving profitability upwards. * Lead programme execution where required to deliver on initiatives and programmes critical to Division and group commitments. * Undertake detailed statistical analysis using range of modelling techniques to support delivery of the Consumer pricing strategy. * Support business decisions by providing accurate and predictive analysis to support business strategy. * Investigate and drive forward market leading pricing capabilities. * Develop forecasting models & explain weekly/ yearly variances vs forecast . * Source and test predictive power of new data enrichment from internal and external sources. * Create unique data features to be used in modelling drawing on the RACs substantial data assets. * Build predictive models to support Consumer Pricing optimisation across full lifecycle of customer (New Business, Renewal). * Understand FCA regulatory guidance, both Pricing and non-Pricing * Develop action plans to ensure that the Breakdown Pricing Strategy aligns to the evolving regulatory landscape. * 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 * Business and Compliance Risks managed within agreed appetite | **Skills/Knowledge/Experience**   * Pricing experience and demonstrable expertise in relevant field (such as Finance, Insurance, Banking etc.). * Technical knowledge of pricing and analytical techniques, in particular GLM/GBMs desirable. * Highly numerate with strong analytical & problem solving skills. * Commercial awareness with ability to balance the technical aspect of the role with commercial outcomes for the business * Experience of coding software (e.g. SQL, Snowflake, SAS). * 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 4 * Achievement Drive – Level 4 * Judgment and Decision Making – Level 4 * Commercial Awareness – Level 4 * Interpersonal & Influencing Skills – Level 3 * Continuous Improvement – Level 3 * Leadership – Level 3 * Leading Change – Level 3 * Developing Self and Others – level 4   **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 |