

Job Title:	<b>Yield Manager</b>	Team:	<b>Business Intelligence</b>
Reports to:	<b>Senior Commercial Manager</b>	Reporting in:	<b>None</b>

### **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 adaptable in their approach. It is important that all team members have a positive, pro-active attitude and are happy to work in an ever-changing business environment.

### **Role Summary and Job Purpose:**

To manage pricing and capacity so as to achieve the maximum yield from our product sales.

### **Key Responsibilities:**

- Setting capacity on a trip by trip basis, based on historic data and in line with business strategy.
- Monitoring trading performance and adjusting capacity based on data.
- Working with marketing department to drive sales onto specific trips/departures where necessary.
- Consolidating or guaranteeing departures based on projected profit.
- Analysing data to identify opportunities for improving commercial performance.
- Reporting to the business on key measures such as profit and load factors.
- Pricing of all product at launch, with input from Product team, in line with business strategy.
- Re-pricing product to protect or improve margins when cost changes are received.
- Fluid re-pricing of product during the sales period, to optimise yields or stimulate sales.
- Co-ordinating needs and opportunities with the business.
- Developing and maintaining reports and processes to improve commercial performance.
- Recording and managing all contracted ground risks to maximise opportunities and avoid losses.
- Assessing potential external software and carrying out cost-benefit analysis as necessary.

### **Personal Profile**

Self-driven and positive. Must be able to communicate clearly and persuasively on complex subjects. Confident and determined as well as being able to see things from other peoples' point of view. Must adhere to the company values, especially with regard to responsible travel and sustainability in general.

**Skills and Experience:**

	<b><i>Essential</i></b>	<b><i>Desirable</i></b>
Experience in Yield Management and pricing	✓	
Experience in Travel		✓
Proficient in MS Office – particularly Excel	✓	
High degree of literacy & numeracy	✓	
Confident in Report Building	✓	
Understanding of P & L Calculations and basic finance	✓	
Project management		✓

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: 12<sup>th</sup> December 2019**