

**Revenues Manager  
Wednesbury  
Circa £45,000 + Benefits**

Midland Metro Ltd is a new company that is owned by the West Midlands Combined Authority. It is an inspiring time for Midland Metro Ltd as the Combined Authority delivers a £1.3 billion investment plan set to significantly expand the tram network, bringing even greater connectivity to people, places and business.

We currently have an exciting opportunity for a Revenues Manager with excellent analytical skills, to develop and manage our revenue strategy to ensure the organisation achieves its revenue forecasts and delivers growth to support the company's expansion programme.

As Revenues Manager you will work within our Business Transformation team, managing and developing the Midland Metro Ltd revenue model, undertaking detailed elasticity and regression analysis and providing yield data, reporting on any variations. Monitoring and reporting on tickets sales you'll identify any variations against the revenue model and will manage the company's ticketing retail channels, analysing the costs to the company and making recommendations to optimise revenues. You'll also be responsible for developing new revenue stream opportunities.

We're looking for an experienced Revenue professional with exceptional analytical skill, educated to degree level or with relevant industry experience. Knowledge of public transport systems is essential as is experience of fares settings, statistical analysis. and experience of working with 3rd parties in a commercial capacity.

We are welcoming applications from candidates with experience of data modeling and analysis, yield management, revenue loss detection, forecasting and regression analysis. It is also essential you have experience of developing technical briefs and have a strong understanding of project management processes and decision support systems.

**Questions**

Do you have experience in a similar revenue management role? Y/N

If yes, please detail experience? Y/N

Do you have experience of the below?

Data modelling and analysis

Yield management

Anomaly and revenue loss detection

Forecasting

Regression Analysis

Developing technical briefs

Please detail any relevant qualifications:

What is your current notice period?

The interview dates for this role are the 26<sup>th</sup> and/or 28<sup>th</sup> February 2019. Would you be able

to attend on these dates? Y/N If no, please state which and provide your availability

### Midland Metro Limited (MML) – Revenues Manager

<b>Post Title:</b>	MML Revenues Manager
<b>Department:</b>	Business Transformation
<b>Location:</b>	West Midland Metro Depot, Wednesbury
<b>Reporting to:</b>	Head of Business Transformation
<b>Direct Reports:</b>	0
<b>Role Purpose:</b>	To develop and manage MML's Revenue Strategy to ensure MML achieves its revenue forecast and delivers patronage growth to support the Metro expansion programme.
<b>Accountabilities (Deliverables):</b>	<ul style="list-style-type: none"> <li>• To develop and manage MML's Revenue Strategy</li> <li>• To monitor ticket pricing</li> <li>• To undertake day to day management of ticketing distribution channels</li> <li>• To undertake day to day management of multi operator ticketing contract/ agreements</li> <li>• To develop and grow other revenue streams for MML</li> <li>• To represent MML in meetings with TfWM / WMCA / MMA and other stakeholders as requested by the Head of Business Transformation.</li> </ul>
<b>Role Responsibilities:</b>	<ul style="list-style-type: none"> <li>• To develop and implement MML's Revenue Strategy</li> <li>• To manage and develop MML's revenue model</li> <li>• To undertake detailed elasticity analysis and make recommendations for pricing</li> <li>• To undertake regression analysis, to isolate price from other factors</li> <li>• To provide yield data and report on variations</li> <li>• To monitor and report on ticket sales by product type and identify variations against revenue model</li> <li>• To undertake the day to day management of MML's ticketing retail channels</li> <li>• To analyse the costs to MML of its ticketing retail channels and make recommendations to optimise revenues</li> <li>• To analyse MML's revenues from multi-operator ticketing schemes/agreements and make recommendations to maximise revenues.</li> <li>• To represent MML at nBus, nNetwork or other multi-operator ticketing meetings where required</li> <li>• To analyse and report on Concessions</li> </ul>

	<ul style="list-style-type: none"> <li>• To make recommendations on innovative ticketing offers and distribution channels.</li> <li>• To liaise with Marketing to ensure campaigns/activities align with the Revenue Strategy</li> <li>• To work with Marketing lead, to develop relationships with businesses, educational establishments and other third parties to grow corporate ticket sales.</li> <li>• To identify and develop new revenue stream opportunities for MML</li> <li>• To liaise with TfWM Ticketing to ensure MML has input into the wider regional ticketing strategy, including developments of multi operator capping</li> <li>• To work with West Midlands Combined Authority and Midland Metro Alliance in preparing revenue forecasts relating to the network development.</li> <li>• Support finance by inputting into forecasting and budgeting.</li> <li>• The duty holder will be provided, to undertake other duties in line with their competencies, as reasonably requested from time to time to meet the needs of the business.</li> <li>• To have an understanding and develop commercial agreements.</li> <li>• Any other duties that are commensurate with fore filling the role.</li> </ul>
<b>Decision Making Authority:</b>	<ul style="list-style-type: none"> <li>• To make recommendations to MML Senior Management team and MML Board on revenue matters and supporting activities.</li> </ul>
<b>Health &amp; Safety:</b>	<ul style="list-style-type: none"> <li>• To ensure that they observe and follow the MML SMS (Safety Management System).</li> </ul>
<b>People Management:</b>	<ul style="list-style-type: none"> <li>• No direct reports</li> </ul>
<b>Legislation &amp; Compliance:</b>	<ul style="list-style-type: none"> <li>• Comply with UK competition legislation and Financial regulations.</li> <li>• In common with the whole rail industry, the successful applicant will be required to pass a stringent drugs and alcohol test.</li> </ul>

### Person Specification Revenues Manger

Tasks:	Level of Experience	Desirable/ Essential
<b>Work Experience:</b>	<ul style="list-style-type: none"> <li>• Understanding of public transport systems</li> <li>• Experience of statistical analysis and data practitioner.</li> <li>• Experience of fares setting, preferably within the public transport sector</li> <li>• Experience of negotiating with 3<sup>rd</sup> parties in a commercial capacity</li> </ul>	Essential
<b>Education:</b>	<ul style="list-style-type: none"> <li>• Relevant degree.</li> <li>• Membership of a relevant professional institution.</li> </ul>	Essential
<b>Managing People:</b>	<ul style="list-style-type: none"> <li>• To work alongside other departments within the Company.</li> <li>• Within your role you will deal with a significant amount of sensitive information, confidentiality of these details is expected to be maintained at all times.</li> </ul>	Essential
<b>Communication:</b>	<ul style="list-style-type: none"> <li>• Must have excellent interpersonal skills.</li> <li>• Excellent attention to detail.</li> <li>• Good communication skills in written and verbal form</li> <li>• Able to work collaboratively and adhere to MML values and behaviours.</li> </ul>	Essential
<b>Additional Qualities:</b>	<ul style="list-style-type: none"> <li>• Experience of data modelling and analysis</li> <li>• Experience of yield management techniques</li> <li>• Experience of anomaly and revenue loss detection</li> <li>• An understanding of decision support systems</li> <li>• Experience of forecasting</li> <li>• Experience of regression analysis</li> <li>• An awareness of best practice project management processes</li> <li>• Experience of development of technical briefs</li> <li>• Comfortable working independently and use initiative to complete tasks and meet deadlines.</li> <li>• Confident IT skills which should include Office 365 and SharePoint.</li> <li>• Hold a current and clean driving licence.</li> </ul>	Essential
<b>Personal Attributes:</b>	<ul style="list-style-type: none"> <li>• Ability to establish and grow relationships with key stakeholders.</li> <li>• Ability and willingness to do what it takes to get the job done.</li> </ul>	Essential
<b>Driving through Change:</b>	<ul style="list-style-type: none"> <li>• To be a responsible team member and contribute your ideas through the correct forums</li> </ul>	Desirable

<b>Drugs &amp; Alcohol:</b>	<ul style="list-style-type: none"><li>The duty holder may be subject to random and for cause drugs and alcohol testing in line with current Midland Metro Limited procedures and policy.</li></ul>	Essential