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| Job Title: | <b>Commercial Insights Analyst</b> |
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| Grade: | <b>4</b> |
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| Location: | <b>Estate Office</b> |
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| Department: | <b>Commercial</b> |
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| Reports to: | <b>Head of Commercial</b> |
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### Job Summary

The role will provide Longleat with a dedicated commercial insight capability, sitting alongside Finance but focused on visitor behaviour, trading performance and forward-looking commercial opportunity. It will create one consistent view of commercial performance across admissions, ticketing, pricing, memberships, accommodation, retail, F&B, marketing and digital channels, helping the business make faster, better-informed decisions based on accurate and actionable insight.

### Key Responsibilities

#### Data Reporting & Business Intelligence

- Own commercial performance reporting across admissions, ticket mix, pricing, memberships, accommodation, VIP, retail, F&B, marketing and digital channels.
- Create one consistent view of trading performance, with clear KPI definitions and reliable data.
- Develop accurate reports, dashboards and insight packs to support senior management decisions.
- Manage Power BI or equivalent tools to improve access to commercial and operational insight.
- Provide agreed reporting for Commercial, Marketing, Operations and Finance stakeholders.
- Support Finance with short-term business performance reporting during the systems transition, while keeping the role focused on commercial insight and opportunity.

#### Insight & Commercial Analysis

- Analyse customer behaviour, ticket mix, market trends and operational performance to identify commercial opportunities.
- Turn complex data into clear conclusions and practical recommendations for pricing, products, processes and operations.
- Explain what the data means through simple, commercially focused insight.
- Identify gaps, inconsistencies and data quality issues across multiple sources.

#### Systems, Data & CRM Readiness

- Support reporting development as new commercial systems are introduced.

- Improve data quality, segmentation and reporting structures ahead of future CRM implementation.
- Support data flows and integrations across ticketing, EPOS, CRM, app and other commercial systems.
- Monitor data quality and resolve inconsistencies across key sources.
- Set clear standards for data capture, reporting and data management.

#### **Commercial & Benchmarking Insight**

- Support the Head of Commercial, Executive team and senior managers with clear commercial insight.
- Support the Head of Marketing with actionable insight to shape campaign priorities, audience targeting, channel performance and future growth plans.
- Help teams understand reporting outputs and use insight to improve operational and commercial decisions.
- Analyse internal operational data, including safari bus, house tours, car parking, guest movement and other key datasets.
- Develop external benchmarking using ALVA, BIAZA, VisitEngland and selected attraction data-sharing partners.
- Monitor competitor pricing, opening patterns, bundled tickets, group offers, annual passes and education/school products.
- Use customer research and visitor insight to inform commercial and product decisions.

#### **General**

- To act as a brand ambassador for Longleat ensuring that all work adheres to our brand guidelines/proposition and aligns with our vision of a Picture-Perfect site whilst performing the function required.
- To provide a guest focused service at all times ensuring that all work is completed to the highest standards of the brand.
- Represent the Company at all times by being smart in appearance and presentable whilst behaving in an appropriate manner in line with our cultural values.
- Be accountable for their own development seeking out opportunities to learn new skills to continuously improve.
- Work in a responsible and safe manner at all times adhering to Health & Safety, safe working practices and Company Policies and Procedures.
- Such other reasonable duties as and when required by your Line Manager.
- *The above list of duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the role.*

#### **The Ideal Candidate - Knowledge, Experience and Qualifications**

| <b>Essential</b>                                                                                                                                                            | <b>Desirable</b>                                                                                                                                                                  |
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| <ul style="list-style-type: none"> <li>• Experience analysing commercial performance, including sales, pricing, ticketing, customer behaviour or marketing data.</li> </ul> | <ul style="list-style-type: none"> <li>• Experience in visitor attractions, leisure, hospitality, retail, ecommerce or another customer-facing commercial environment.</li> </ul> |

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| <ul style="list-style-type: none"> <li>• Advanced Excel skills and experience using Power BI or equivalent dashboarding tools.</li> <li>• Experience working with multiple data sources to produce accurate reports, dashboards and insight.</li> <li>• Strong understanding of KPIs, data quality and consistent reporting definitions.</li> <li>• Commercially and financially astute, with the ability to explain insight clearly to senior and non-technical audiences.</li> </ul> | <ul style="list-style-type: none"> <li>• Experience with ticketing, admissions, membership, accommodation, EPOS, CRM or web analytics systems.</li> <li>• Experience supporting pricing, yield, revenue management or marketing performance decisions.</li> <li>• SQL or more advanced data modelling capability.</li> <li>• Experience with benchmarking, CRM readiness or customer research.</li> </ul> |
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#### The Ideal Candidate – Key Competencies

| Essential                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Desirable                                                                                                                                                                                                                                                                                                                                                                   |
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| <ul style="list-style-type: none"> <li>• Commercially curious, with the ability to identify the meaning behind the data.</li> <li>• Able to turn complex data into clear, practical recommendations.</li> <li>• Confident communicator who can present insight clearly to technical and non-technical audiences.</li> <li>• High attention to detail and confidence challenging data inconsistencies.</li> <li>• Proactive, organised and able to manage multiple reporting requirements.</li> <li>• Collaborative and able to build effective relationships across teams.</li> </ul> | <ul style="list-style-type: none"> <li>• Practical problem-solver with a continuous improvement mindset.</li> <li>• Comfortable influencing colleagues and challenging assumptions constructively.</li> <li>• Able to balance detail with the wider commercial picture.</li> <li>• Interest in visitor attractions, customer insight and commercial performance.</li> </ul> |