

Job Title: Pricing and Yield Analyst**Company:** LIAT (2020) Limited**Location:** Antigua & Barbuda

About LIAT2020: LIAT (2020) Limited is an innovative and dynamic start-up airline on a mission to connect the sub region with the rest of the world, disrupting the regional the aviation industry by providing affordable and efficient travel solutions. Committed to delivering a seamless and exceptional flying experience, we prioritise sustainability and profitability. As we embark on this exciting journey, we are seeking an experienced and qualified Pricing and Yield Analyst.

Our Company Culture:

Recognising that our employees have choices, we place a strong emphasis on creating and maintaining a positive working culture. Our company thrives on a friendly and informal work environment where everyone, regardless of their position, is treated with respect and consideration. As a valued team member, you will play a crucial role in supporting this positive work environment.

Position Overview: The Pricing and Yield Analyst will play a will play a pivotal role in optimizing revenue streams and maximizing profitability by analysing pricing strategies and market trends. This position requires a strategic thinker with a strong analytical background and a deep understanding of pricing dynamics within an airline environment.

Key Responsibilities:**Pricing Analysis:**

- Conduct comprehensive analysis of pricing structures, competitive pricing, and market trends.
- Collaborate with cross-functional teams to develop and implement effective pricing strategies aligned with business goals.
- Develop and maintain pricing tools and profitability models.
- Grow total gross margin dollars by identifying pricing actions that encourage higher sale values, conversion rates, inelasticity, margin rates, and customer satisfaction.
- Forecast margins to help the business understand the impact of promotional and seasonal pricing.

Yield Management:

- Implement and maintain yield management processes to optimize revenue and maximise inventory utilisation.
- Monitor and adjust pricing and inventory strategies based on demand patterns, market conditions, and competitor actions.

Data Analysis:

- Utilise data analytics tools to extract insights and trends from large datasets.
- Provide regular reports and recommendations to support decision-making processes related to pricing and yield management.

Competitor Analysis:

- Monitor and analyse competitor pricing strategies and market positioning.
- Provide insights on competitive threats and opportunities to enhance our market position.

Collaboration:

- Work closely with Sales, Marketing, and Operations teams to align pricing strategies with overall business objectives.
- Collaborate with cross-functional teams to implement pricing changes and promotions effectively.

Forecasting:

- Develop and maintain accurate demand forecasts to support pricing and inventory management decisions.
- Collaborate with other departments to incorporate market intelligence into forecasting models.

Strategy Development:

- Assist in the development and refinement of pricing and yield management strategies.
- Provide input into the development of new products or services based on pricing analysis.

Required Core Competencies, Experience, and Qualifications:

- Strong analytical to compare sales trends and market data and problem-solving skills to identify declining sales trends and devise strategies to improve them.
- Excellent communication skills with the ability to present complex data and strategies to diverse audiences.
- Detail-oriented with the ability to work independently and collaboratively in a fast-paced environment.
- Knowledge of economic and accounting principles and practices, the analysis and reporting of financial data.
- At least 5 years proven experience as a pricing analyst, revenue management, and/or related roles in an airline.
- Knowledge of industry trends, regulations, and competitive landscape in the aviation sector.
- Bachelor's degree in finance, Business, Economics, Aviation Management, or a related analytical field. Master's degree is a plus.
- Proficient in the use of Microsoft Office Suite, with a particular focus on advanced Excel skills.
- Commitment to continued learning and personal development.

Benefits:

- Competitive remuneration package
- Opportunity to shape the strategic future of a revamped regional start-up airline.
- Exciting, collaborative, and innovative work environment.

This is a description of the job as it is presently constituted. In order to support the company's efforts to attract and retain the ideal incumbent to perform the duties, it is normal practice to periodically review job descriptions for current and accurate relevancy, as jobs change over time and job descriptions need to be reflective of these changes. The review process is a collaborative effort involving the position supervisor and the employee performing the job. You are therefore expected to participate fully in such discussions. In all cases, it is LIAT20's aims to reach agreement on reasonable changes, but where it is not possible to reach agreement LIAT reserves the right to make reasonable changes to your job descriptions which are commensurate with the company's objectives and your grade after consultation with you.