

**Role Title: Pricing & Promotions Analyst**

**Department: Pricing & Promotions**

**About the role**

Establish consistently clear and fair pricing in Food Retail stores by implementing Food Retail's long-term pricing and promotional strategy through the effective use of resources and collaborating with commercial, Finance, Marketing, and retail teams. This includes analysing and benchmarking Midcounties against competitors, making and implementing recommendations to improve our pricing position whilst working with key stakeholders to consider the impact on Food Retail Group's sales and profits.

Always provide specialist support and advice for an area of expertise including exceptional support to your customers, exemplifying the Values and Principles of Midcounties Co-operative.

**What you'll be doing**

- Propose prices and implementation plans that allow Midcounties to achieve its long-term pricing strategy by analysing internal and external data remembering to consider margin mix by category to assist in achieving budgeted input margin.
- Support with price and promotions manager on creating member deals, projects or adhoc work i.e price optimisation, round pound , price investment or category deep dives .
- Using Brandview and Data Warehouses, provide an overview of the Midcounties pricing position versus the marketplace. Using the insight to provide recommendations to the business.
- Complete the Promotional Claim Form to claim back credit from FRTS for running supplier funded promotions accounting for upwards of £20m per year.
- Manage price and margin in Midcounties Fuel sites daily using competitor data and monitoring global oil prices to make decisions to help achieve the budgeted margin.
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- Run and provide commentary on the actual performance against the Food forecast on a weekly basis to include in senior management report and support MI. Interrogate the data looking for trends and opportunities.
- Use Brandview to monitor price changes within the marketplace, looking for trends and opportunities.
- Use Retail Express to forecast the impact that any proposed changes will have on profitability and / or sales growth before price changes are implemented.
- Support the manager with margin forecasting and analysis
- Build reports within Business Objects to support the Pricing Team and Senior Management.
- With the support of the Pricing Manager, develop progress reports for senior management analysing margin, promo, and pricing performance highlighting recommendations for changes where necessary.
- Proactively seek to remain informed, through FRTS category insight reports and through own research, of current marketplace conditions, competitor strategies and pricing best practice. Make recommendations to Pricing Manager of any action required because of changes.
- Support the Pricing & Promotions Manager to provide cover for team members on annual leave or deputise at meeting i.e. trading or promotional meetings

## About You

- Previous experience in a pricing related position
- Experience of finance modelling and analysis at a high level of accuracy
- Ability to distil complex analysis into clear findings and recommendations that can be understood and acted on by the business.
- Food retail experience and knowledge is essential

## Scope

- Reports to: Pricing & Promotions Manager
- Budgetary Control: N/A.
- Key internal contacts are Store teams across the estate, central operations teams, and colleagues within Retail Support
- Key external contacts are suppliers, customers and members