

## Position Description

<b>POSITION</b>	Revenue Analyst		
<b>REPORTS TO</b>	Head of Sales and Revenue	<b>DIRECT REPORTS</b>	None
<b>KEY STAKEHOLDERS</b>	<b>Internal:</b> <ul style="list-style-type: none"> <li>Sales and Marketing Team</li> <li>Reservations Team</li> <li>Park Operations Team</li> <li>Finance Team</li> </ul>		<b>External:</b> <ul style="list-style-type: none"> <li>Online Travel Agents</li> <li>System Vendors</li> <li>Auditors</li> </ul>
<b>PURPOSE</b>	<p>The Revenue Analyst supports the optimisation of Parks revenue performance through detailed analysis, forecasting and reporting. The role focuses on monitoring demand trends, pricing effectiveness and channel performance, providing insights and recommendations that support revenue and profitability objectives.</p> <p>The Revenue Analyst plays a key role in supporting the Revenue Manager, translating data into actionable insights to support pricing, inventory and distribution decisions across the Reflections Holidays portfolio.</p>		
<b>BUSINESS DRIVERS</b>	<p><b><i>The key inputs and activities of a Revenue Analyst that drive results of Reflections Holidays.</i></b></p> <ol style="list-style-type: none"> <li><b>Analyst</b> – Draws conclusions and makes recommendations based on qualitative or quantitative data.</li> <li><b>Engaged Associate</b> – Works cooperatively with others to accomplish group goals; takes accountability for and commits time and effort to achieve work goals.</li> <li><b>Process Assurance</b> – Ensures that others follow processes and procedures; responds quickly to correct process problems.</li> </ol>		
<b>COMPETENCIES</b>	<p><b>Business Acumen</b></p> <ul style="list-style-type: none"> <li><b>Continuous Improvement</b> – Identifying improvement opportunities, generating ideas, and implementing solutions.</li> <li><b>Decision Making</b> – Identifying and understanding problems and opportunities by gathering, analysing, and interpreting quantitative and qualitative information; choosing the best course of action by establishing clear decision criteria, generating and evaluating alternatives, and making timely decisions.</li> <li><b>Managing Work</b> – Effectively managing one's time and resources to ensure that work is completed efficiently.</li> </ul>		

<b>KEY RESPONSIBILITIES</b>	<ul style="list-style-type: none"> <li>• <b>Monitoring Information</b> – Setting up ongoing procedures to collect and review information needed to manage an organisation or ongoing activities within it.</li> <li>• <b>Planning and Organising</b> – Establishing an action plan for self and others to complete work efficiently and on time by setting priorities, establishing timelines, and leveraging resources.</li> </ul> <p><b>Interpersonal Effectiveness</b></p> <ul style="list-style-type: none"> <li>• <b>Building Partnerships</b> - Developing and leveraging relationships within and across work groups to achieve results.</li> <li>• <b>Collaborating</b> – Working cooperatively with others to help a team or work group achieve its goals.</li> <li>• <b>Earning Trust</b> – Gaining others' confidence by acting with integrity and following through on commitments while disclosing own positions.</li> <li>• <b>Influencing</b> – Using effective involvement and persuasion strategies to gain acceptance of ideas and commitment to actions that support specific work outcomes.</li> <li>• <b>Valuing Differences</b> - Working effectively with individuals of diverse cultures, interpersonal styles, abilities, motivations, or backgrounds; seeks out and uses unique abilities, insights, and ideas from diverse individuals.</li> </ul>	
		<p><b>Revenue Analysis, Forecasting &amp; Reporting</b></p> <ul style="list-style-type: none"> <li>• Analyse occupancy, ADR, RevPAR, booking pace, length of stay and cancellation trends</li> <li>• Monitor booking pace against last year, forecast and budget</li> <li>• Prepare daily, weekly and monthly revenue performance reports</li> <li>• Identify trends, risks and opportunities impacting revenue performance</li> <li>• Prepare seasonal and ad-hoc campaign performance analysis</li> <li>• Assist in the development and maintenance of revenue forecasts</li> </ul>
		<p><b>Pricing &amp; Yield Support</b></p> <ul style="list-style-type: none"> <li>• Support the implementation of pricing and yield strategies</li> <li>• Monitor rate positioning across room types, segments and channels</li> <li>• Analyse competitor pricing and market conditions</li> <li>• Provide recommendations for rate changes, yield restrictions and promotions</li> </ul>

- Support Sales with price and yield recommendations for Group quotes and third-party agreements
- Support Parks with price and yield recommendations for local special event dates

#### **Distribution & Channel Performance**

- Analyse channel mix, contribution and cost of sale
- Support optimisation of distribution strategies to drive channel performance and budget goals

#### **Systems & Data Management**

- Administer rate and yield uploads and amendments across all distribution platforms
- Maintain accurate data across all revenue systems, including RMS Cloud, IDeAS, Lighthouse, Siteminder, OTA Extranets, and other revenue systems
- Conduct audits and data validation to ensure system accuracy and booking compliance
- Assist with system enhancements and special projects, contributing to the continuous improvement of revenue processes, documentation and ways of working

#### **Business Partnering & Stakeholder Support**

- Provide revenue insights to Sales, Marketing and Operations teams
- Support with the preparation of revenue reporting and presentations
- Provide Reservations, Groups and Sales team with system support, reporting and general revenue management guidance
- Provide Parks and Operations team with system support, reporting and general revenue management guidance
- Support revenue-related projects and initiatives as directed

#### **General**

- Organise work and time allocation to meet deadlines and exceed stakeholder expectations
- Maintain a high level of accuracy, attention to detail and commercial awareness

	<ul style="list-style-type: none"> <li>• Perform other related duties as required</li> </ul>
<b>SELECTION CRITERIA</b>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>▪ Previous experience in accommodation or tourism industry</li> <li>▪ Previous experience in a revenue, commercial, or yield-focused role, preferably across multiple properties</li> <li>▪ Relevant tertiary qualification in business, tourism or a related field</li> <li>▪ Strong functional / commercial experience in understanding business requirements and providing actionable insights for decision making</li> <li>▪ Advanced level of experience with Excel</li> <li>▪ Excellent analytical skills</li> <li>▪ Excellent attention to detail</li> <li>▪ Great communication skills, verbal and written</li> <li>▪ Current Australian drivers licence</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>▪ Experience with RMS Cloud or similar PMS software</li> <li>▪ Experience with IDeaS G3 or similar revenue management system</li> <li>▪ Experience with Pricing automation software</li> <li>▪ Experience with Siteminder, OTA extranets, and similar distribution systems</li> </ul>
<b>REFLECTIONS HOLIDAYS VALUES</b>	<i>How our company values apply to all employees</i>
<b>GROW TOGETHER</b>	<p>When we work as a team, everyone benefits.</p> <p>We grow when our people, our places and communities are at their best – teamwork helps us all grow and learn.</p>
<b>SAY IT, DO IT</b>	<p>We deliver on our promises – we are all as good as our word. We are solutions focused.</p>
<b>MAKE A DIFFERENCE</b>	<p>In partnership with others, we achieve better outcomes.</p> <p>We believe everyone can make a difference in the lives of people, places, and our planet.</p>
<b>CARE DEEPLY</b>	<p>We are genuine and demonstrate care for our customers, our communities, our people, and our world. We deliver to a high standard.</p>
<b>ACKNOWLEDGEMENT:</b>	
<p>I acknowledge that I have read and understood the duties and responsibilities as listed in this position description and have been provided a copy for my reference.</p>	
<b>SIGNATURE:</b>	
<b>DATE:</b>	



PO Box 212 Carrington NSW 2294 | 02 4914 5500  
[info@reflectionsholiday.com.au](mailto:info@reflectionsholiday.com.au) | [reflectionsholiday.com.au](http://reflectionsholiday.com.au) | ABN 26 087 692 248  
Reflections Holidays is the trading name for NSW Crown Holiday Parks Land Manager.