

## Our Purpose

Working together to secure a thriving future for the railway and for the communities we serve

## Your Role: Yield Manager

### Your Purpose

In this role, you will use Southeastern's Revenue Management System (RMS) to manage inventory and drive revenue-optimal results, using data analysis, you will work with multiple data sources to inform decision making.

Collaborating with colleagues and departments across the business you will deliver on revenue-growth initiatives and promote awareness of revenue management techniques, working with the pricing team to identify fare structure limitations & remedies.

### Your Talents

- ✓ Previous revenue management experience in a commercially focused environment
- ✓ Strong capability or relevant degree in economics, mathematics, statistics, operational research
- ✓ Knowledge in inventory revenue management systems or business intelligence tools such as Power BI or Tableau
- ✓ Highly numerate and IT systems literate
- ✓ Able to influence strategic revenue impacting decisions



## Your Responsibilities & Accountabilities

- ✓ Use the RMS to manage a portfolio of trains in terms of revenue and loadings
- ✓ Implement and manage business rules within the RMS to optimise revenue across trains
- ✓ Conduct analysis of various data sources to identify emerging trends and opportunities to optimise revenue, loadings and yield
- ✓ Create interactive reports and dashboards to present KPIs that will track performance and support data-driven decision making, using tools such as PowerBI & Tableau
- ✓ Assist the Commercial department with identifying opportunities for revenue growth and work together to bring those opportunities to fruition, e.g. working with the Marketing team to determine markets that could benefit from promotional activity
- ✓ Optimise our business at a route and market level, studying booking profiles, price sensitivities and competition to increase revenue
- ✓ Review passenger count data in addition to feedback on crowding across the business and implement actions as necessary using the RMS
- ✓ Provide Revenue Management recommendations and strategies for special events, considering demand, capacity, and other relevant factors
- ✓ Work with suppliers to provide feedback and support the future development of Southeastern's systems and their features.
- ✓ Take ownership of any fares inconsistencies and propose fixes.

## What we trust you to do – (Authority to Act)

- ✓ Maintain effective, complex business rules to ensure an optimal Revenue Management strategy is delivered and developed
- ✓ Ensuring attention to detail is maintained under time pressures
- ✓ Support the Revenue Management Manager where required

## The way we work (our ways of working)

- ✓ **We think what if**  
We see something we could do better. We get involved.
- ✓ **We show we care**  
We look out for people. We do what we can to help.
- ✓ **We make great things happen**  
We take on a task. We get it done.



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Approved by Alicia Andrews, Commercial Director