

Pricing & Commercial Analyst

ABOUT KOKOBA

Kokoba is a privately owned international pet food and pet supplies online retailer based in Clerkenwell, London. Currently a £20M revenue business we are now embarking on an ambitious transformation programme to become Europe's Leading Dog and Cat Wellbeing Business, and will grow the business to over £100M in the next five years. The business is under new leadership and we are looking for a number of talented individuals to join us and rapidly scale our future.

Kokoba currently trades under three different brand fascia (Pet-Supermarket, MedicAnimal and PetMeds) and in five countries UK, Fr, De, NL, AT. The UK business represents c.50% of the company's revenue. Over the coming year we will launch a new exciting brand experience and will then consolidate our existing brands into that one brand.

Kokoba presents a great opportunity for people who are excited by the challenge of building and scaling a new business proposition. We are a relatively small, but growing team (currently 35) and everyone has the opportunity to significantly influence the direction and growth of the business. No matter what your role in the organisation, you are expected to look for opportunities to improve the business and to drive this business change.

ABOUT THE ROLE

The Pricing & Commercial Analyst is a new and exciting role that will have a big influence on guiding our Trading strategy. The role reports directly into the Buying and Merchandising Director and will work alongside a team of Vendor Managers, In-Stock Managers and Site Merchandisers. Your primary role will be to own our pricing strategy, drive our understanding of price elasticities and market pricing and to analyse the impact of price changes on our performance. You will be the owner of our pricing comparison tool and will develop its coverage and capabilities, you will analyse changes in the market and make daily and weekly recommendations and will run commercial analysis on the expected and actual results of changes in our pricing position. In addition to the pricing role you should expect to support the rest of the trading team in analysing the performance of key initiatives.

This is a great role for a highly analytical and commercially minded person to use their analytical skills to drive key decisions. You will also gain great insight into the commercial side of an ecommerce retail business and this would be a good stepping stone role for an analyst who would like to move into more commercial roles.

ACCOUNTABILITIES

- Optimising our competitive pricing position
- Developing our price intelligence through use of online tools
- Monitoring our competitive price position
- Recommending price changes & analysing their impact
- Developing our understanding of competitors' pricing strategies
- Providing analytical support to the commercial team to drive better decision making

SKILLS & TRAITS REQUIRED

- Highly numerate and analytical
- Strong excel and data manipulation skills
- Prior experience in a retail organisation beneficial
- Ability to make business recommendations from complex data
- Good communicator

Pricing & Commercial Analyst

KEY ATTRIBUTES FOR SUCCESS AT KOKOBA

- Can do attitude, roll up your sleeves and get things done
- Inquisitive by nature, enjoy learning and developing
- Listen to others and challenge others respectfully
- Fact based, data driven approach
- Enjoy working in a fast paced environment
- Humility, admit and learn from mistakes
- Enjoy working as part of a team
- Upbeat & positive – see challenges as opportunities
- Passion for pets

The right candidate will receive a competitive salary and benefits package as well as the opportunity to join a successful ecommerce company during an exciting stage of growth.