

## Position Description

<b>Employee:</b>	TBD
<b>Position title:</b>	Commercial Analyst – Private Health Insurance
<b>Location:</b>	Head Office: 60 - 68 Moorabool Street, Geelong
<b>Grade:</b>	Management
<b>Organisation:</b>	Private Health Insurance Leadership Team (“PHILT”)reporting to the GM PHI
<b>Purpose:</b>	<p>The Commercial Manager - PHI reports directly to the GM PHI and is accountable for the underlying analysis and insight supporting key commercial decisions within the PHI business. It will provide on-going analysis of GMHBA Ltd acquisition channels, strategic partners and intermediaries against agreed targets and business cases. This includes all GMHBA Ltd brands.</p> <p>The role will ensure that GMHBA’s commercial and operational requirements are supported through effective processes to deliver on profitability, sales, and retention targets</p> <p>The role will be responsible for maximising value of relationships through:</p> <ul style="list-style-type: none"> <li>Obtaining and sharing industry insights</li> <li>Managing the interaction with data experts to drive improvements to the risk profile of the GMHBA policyholder base</li> <li>Managing the risk profile through monitoring of metrics such as sales volumes, mix, profitability, and retention as well as recommending actions to improve outcomes.</li> </ul> <p>The role will be focused on channel optimisation and profitability. This will be achieved through the detailed analysis of channel performance and the management of product selection, volumes, demographics and regions through the development of joint business plans as applicable to each business partner (digital as well as direct).</p>
<b>Staff:</b>	One direct report (Retention Analytics Manager)
<b>Key Relationships:</b>	<p>Internal:</p> <ul style="list-style-type: none"> <li>Executive Management Team</li> <li>PHI Leadership Team</li> <li>Sales &amp; Service Leadership Team</li> <li>Internal Actuary</li> <li>Business Intelligence</li> <li>Corporate Shared Services</li> </ul> <p>External:</p> <ul style="list-style-type: none"> <li>GMHBA Ltd appointed online brokers</li> </ul>
<b>Authorising Officer:</b>	Chief People & Culture Officer
<b>Version Number:</b>	1.0
<b>Date Approved:</b>	September 2017

## Our Values

<b>Trust</b> Build credibility through actions Demonstrate in others intentions and competencies	<b>Succeed</b> Be resourceful, adaptable and achieve quality results Be decisive
<b>Contribute</b> Collaborate and get involved Make a difference	<b>Improve</b> Be curious and look for innovation Have the courage to try something new
<b>Enjoy</b> Enjoy work Take pride in success	<b>Serve</b> Aim to make every customer experience memorable Make every effort to deliver excellence

## Principal Accountabilities

- Support the PHI business to analyse and interpret past performance for an improved future performance
- Collate, manage, and communicate key insight and risk emerging from the PHI Monthly Performance Report
- Proactively highlight trends to support objectives within the member acquisition and retention strategy and identify opportunities for sustainable growth.
- Present data in robust, easy to consume format to assist decision making and drive process improvement and corrective action.
- Source, report & present complex data with clear & concise communication materials to a diverse range of audiences.
- Develop meaningful standard sales metrics & dashboards that will inform executional decision making and revenue, retention and growth.
- Through the use of Business Sales data identify initiatives & process improvements to present to senior stakeholders.
- Manage initiatives from concept to implementation through detailed analysis, planning, monitoring and management.
- Add value to key partner relationships across GMHBA Ltd acquisition channels.
- Establish and report against key performance metrics and budget, specific to brand, and in line with strategic direction.
- Manage agreed product exposure by distribution channel and brand (and other available filters/restrictions) to improve profitability, retention and risk profile – utilising both business partner and internal analysis and insights.
- Provide detailed analysis and internal reporting around the status/performance of each partner in conjunction with key performance metrics.
- Contribute to the annual product, rate review and end of financial year project ensuring all deliverables, applicable to on line business partners and other third party acquisition channels, are delivered as per project timings.
- Manage monthly and quarterly reviews with appropriate input from key elements of the broader business including business planning and appraisal.
- Present insights gained through data analysis to support the rollout and ongoing evolution of the CRM environment (Microsoft Dynamics).
- Present performance reporting including leading indicators to support the decision making of the Private Health Insurance business.
- Compile data from a range of sources, both internal systems and external third party intelligence and present findings as required.

- Ensure GMHBA group compliance obligations in relation to online third party distribution channels are met.
- Such other duties as requested from time to time by the GM Private Health Insurance.

### Job Competencies:

<b>Data Analysis</b> <ul style="list-style-type: none"> <li>• Understands relational data models and relationships between data sets</li> <li>• Ability to present information in a meaningful way that helps business users interpret results</li> <li>• Ability to identify key data items</li> <li>• Can translate data into useful information through trend analysis and comparisons</li> <li>• Ability to think laterally and identify alternate methods/analysis</li> <li>• Have a strong data reconciliation focus</li> <li>• Sufficient mathematical skills to allow analysis using a variety of formulas or methods</li> <li>• </li> </ul>	<b>Operational Decision Making</b> <ul style="list-style-type: none"> <li>• Identifies and understands current issues, problems and opportunities.</li> <li>• Compares data from different sources to draw conclusions. Develops alternative solutions and chooses the most effective course of action.</li> <li>• Takes action that is consistent with available facts, constraints and probable consequences</li> <li>• </li> </ul>
<b>Project Management</b> <ul style="list-style-type: none"> <li>• An ability to effectively manage projects within designated timelines utilising available resources.</li> </ul>	<b>Relationship Management</b> <ul style="list-style-type: none"> <li>• Understands account management as a set of beliefs, data and processes that seek to better understand the needs of others and to produce value for them and the organisation</li> <li>• Understands how to develop and deliver competitive customer value propositions through personalised communication and service</li> <li>• Acts in ways consistent to the management of relationships in a systematic way to deliver value</li> <li>• </li> </ul>
<b>Strategic Planning</b> <ul style="list-style-type: none"> <li>• Obtains information and identifies key issues and relationships relevant to long-range goals or visions. Develops alternatives based on logical assumptions, facts, resources, constraints and organisational values. Implements a course of action to accomplish long-range goals or visions. Measures outcomes.</li> <li>• </li> </ul>	<b>Teamwork and Collaboration</b> <ul style="list-style-type: none"> <li>• Actively builds and fosters a friendly, harmonious and productive working atmosphere for all staff</li> <li>• Actively shares knowledge and experience with others</li> <li>• Leads by example. Models respect, helpfulness and cooperation</li> <li>• Builds a cohesive and collaborative team environment</li> </ul>

Conceptual Thinking	Continuous Improvement/Quality
<ul style="list-style-type: none"> <li>Understands situations or problems by identifying patterns or connections and addressing the key issues</li> <li>Sees the big picture in complex situations</li> <li>Recognises when and how parts of an issue or situation affect individual and group performance</li> </ul>	<ul style="list-style-type: none"> <li>Originates action to improve existing business conditions and processes</li> <li>Uses appropriate methods to identify opportunities, implement solutions, measure their impact and action further improvements</li> </ul>

## Essential Skills and Experiences

### Communication (Verbal and Written)

- Clearly conveys and cascades information and ideas, through a variety of media, to individuals or groups in ways that engages the audience and helps them to understand and retain the message.
- Is consultative and seeks to personalise communication to meet the internal/ external customers' needs.
- Actively seeks and analyses feedback and responds in an appropriate manner.

### Business Acumen

- Makes sound commercial decisions based on a long term view of member needs, strategic direction, industry developments, political environment, and commercial viability.
- Understands PHI industry, corporate finance and reporting. Understands the relationship and implications of product, premium and claims calculations as relevant to their position.
- Demonstrates their knowledge of sound business processes and practices through the delivery of effective outcomes and value adding initiatives.

## Educational Qualifications

- Tertiary Qualifications within a related discipline, i.e. actuarial, statistics, mathematics, commerce (Mandatory).

## Experiential Requirements

### Mandatory

- Minimum 5+ years practical experience in a Commercial Analyst role.
- Experience in analytical methodologies, frameworks and tools (qlikView, SAS modelling, SQL, Microsoft Excel etc)
- Ability to manage discrete feasibility studies and develop business cases, linking tangible commercial outcomes / business benefits.
- Experience in managing small projects / programs from initiation to implementation.
- Ability to identify and assess risk and develop strategies and plans to mitigate risks to project and business success



**Highly Desirable**

- Actuarial qualifications and/or training

**Preferred**

- Previous experience in the Private Health Insurance industry