## Role Profile

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| **Job Title** | **Senior Finance Analyst Off-Trade** |
| **Business Unit / Group Function** | ODC WG&S France |
| **BU Team / Sub-Function** | Finance |
| **Location** | St Ouen - France |
| **Leader** | Financial Planning Reporting & Analysis Director |
| **People Leadership** | No |
| **Job Level** | 4A |
| **Role Purpose**Responsible for providing financial analysis and support to the Off-Trade business. The role is in charge of evaluating financial performance, supporting decision-making processes, and driving profitability within the Off-Trade channel. |
| **Accountabilities**Financial Analysis and Reporting: * Conduct detailed financial analysis to evaluate the financial performance of the Off-Trade business segment, including sales performance, pricing, margins, and profitability.
* Prepare regular financial reports, dashboards, and KPI tracking to provide insights and support decision-making for Off-Trade operations (including promotional events). Identify opportunities through data analysis and communicate findings to stakeholders.

Budgeting and Forecasting: * Collaborate with the Off-Trade team to develop annual budgets for sales, expenses, and investments. Provide financial guidance and recommendations for optimizing resource allocation and revenue growth.
* Monitor budget versus actual performance, identify variances, and collaborate with stakeholders to address deviations.

Business Partnering:* Act as a financial business partner to the Off-Trade team. Provide financial support and insights for commercial initiatives, product launches, pricing decisions, promotional events...
* Evaluate the financial performance of Off-Trade customers per channels. Conduct profitability analysis, assess pricing strategies, and identify areas for improvement.
* Provide insights and recommendations to drive revenue growth, margin enhancement, and cost efficiency within the Off-Trade segment.

Other:* Use financial systems and data analytics tools to extract, transform, and present financial and operational information in a meaningful way.
* Continuously improve data analysis processes, systems, and reporting capabilities.
* Ensure adherence to financial policies, procedures, and internal controls within the Off-Trade business segment.
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| HRBP: | Melie Le Gloahec |
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