## 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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