

JOB DESCRIPTION

Post Title: Vehicle Hire Desk Analyst		Director/Service/Sector: Environment & Transport, Neighbourhood Services, Fleet Transport		Office Use
Grade: Band 6		Workplace:		JE ref: 4533 HRMS ref:
Responsible to: Assistant Fleet Manager Compliance		Date: April 2025	Manager Level	
Job Purpose: To lead on the reduction of external hire spend by analysing vehicle hire data, optimising fleet utilisation, identifying trends, and supporting business decisions with data-driven insights. To work closely with the hire desk team, fleet management, user departments and finance to improve operational efficiency and customer satisfaction.				
Resources	Staff	None		
	Finance	External Hire Desk spend of £1.5m per annum		
	Physical	All vehicle operating depots and sites.		
	Clients	Various council internal departments operating vehicles.		
Duties and key result areas: <ul style="list-style-type: none">• Act as the lead person on specific projects, identify potential risks and mitigation strategies• Present data-driven insights to senior management and collaborate with internal teams• Analyse vehicle hire desk data to track performance, utilisation rates, and customer demand.• Generate regular reports on key metrics, such as vehicle availability, booking trends, and revenue performance.• Develop dashboards and visual reports to support decision-making.• Manage project timelines, identify patterns, inefficiencies, and opportunities for cost savings.• Maintain accurate records of vehicle hires, returns, and customer data.• Ensure data integrity by identifying and resolving discrepancies in bookings and reports.• Automate data collection processes to improve efficiency and accuracy.• Analyse customer booking behaviours and preferences to enhance service offerings.• Provide forecasts on seasonal trends and fleet demand.• Challenge using departments on current usage and promote alternative solutions within the existing fleet capacity				
The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.				
Work Arrangements				
Transport requirements:		May involve travelling to sites, depots, other locations throughout the County.		
Working patterns:		Normal standard hours.		
Working conditions:		General office based.		

PERSON SPECIFICATION

Post Title: Vehicle Hire Desk Analyst		Director/Service/Sector: Environment & Transport, Neighbourhood Services, Fleet Transport	Ref:
Essential		Desirable	Assess by
Qualifications and Knowledge			
Degree in Data Analytics, Business, Logistics, or a related field Extensive knowledge of Fleet database systems Knowledge of finance management coding for recharging departments Extensive knowledge of vehicle equipment, vehicle types and configurations		Certification in Project Management (PMP, PRINCE2, or similar).	
Experience			
Proven experience in data analysis, preferably in vehicle hire, transport, or logistics Experience in the vehicle rental or fleet management industry Experience of Vehicle GPS tracking software A track record of completed projects Creating project plans, schedules, and timelines		Proven experience in GPS tracking data analysis or fleet management.	
Skills and competencies			
<ul style="list-style-type: none"> Proficiency in Excel, SQL, Power BI, or other data visualization tools. Proficiency in project management tools Ability to define project scope, goals, and deliverables Strong verbal and written communication skills to present findings and lead discussions Ability to identify operational challenges and implement effective solutions. Strong analytical skills with the ability to interpret complex datasets. Knowledge of fleet management software or hire desk systems is a plus. Excellent communication and problem-solving skills. Ability to work independently and as part of a team. 			
Physical, mental and emotional demands			
<ul style="list-style-type: none"> Ability to lead on a project and be comfortable meeting deadlines Ability to document progress and provide clear updates. Ability to prioritise from conflicting demands. Ability to challenge current practices. Ability to organise a number of complex data tasks and manage multiple projects and priorities to ensure the needs of the service are met. Self-starter able to act on own initiative to solve problems quickly and effectively. Ability to balance service needs, customer needs, quality, safety and cost effectiveness. Prolonged periods of concentration required. 		<ul style="list-style-type: none"> Ability to travel to multiple sites and locations. 	

Motivation		
<ul style="list-style-type: none"> • Proactive and achievement orientated. • To create and encourage a positive work culture, in which diverse, individual contributions and perspectives are valued. • Dependable, reliable and committed to achieve the highest possible standards for the service. • Open and supportive 'of change' to ensure objectives are met. 		
Other		

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits