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| **JOB DETAILS** | |
| **Job Title:** | **Assistant Location Planning Analyst** |
| **Function: Department** | **Location Planning, Property** |
| **Location:** | **Milton Keynes Head Office** |
| **Reporting to: Reporting To** | **Laura White** |
| **Effective Date: irectReports** | **27/8/2025** |
| **Financial Scope/Operating Budget/Revenue (P&L) (If Applicable)** |  |
| **Old DPG Grade/New DPG Band:** | **Band G** |

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| JOB PURPOSE & RESPONSIBILITIES |
| **Job Purpose:**  To support DPG to achieve its store growth ambitions through working within Property Development as part of the Location Planning team. This role will allow you to build on your foundation in Geography, GIS etc to deliver accurate sales forecasting, supporting new store opportunities and a profitable return for our franchisees. You will get to know our network strategy and franchisee geography, and using skills in GIS and data analysis you will be able to unlock new store opportunities, with primary responsibility for supporting in progressing new sites through to trading stores. You will support our franchisees as well as our other stakeholders in Property Development and around the business. |
| **Key Responsibilities/Job Tasks:**   * Support the Location Planning Analyst in stores & network plan requirements. Develop your knowledge in store performance, property/territory and catchment demographics. * Support in using data and spatial driven analytics to identify further opportunities and potential gaps to unlock further new store openings. Supporting in providing recommendations to stakeholders * Working with the Location Planning Analyst to complete site summaries for franchisees and acquisitions to understand market potential. * Working to initially support the Location Planning Analyst to present analysis and recommendations on new sites to the New Store Committee, but opportunities to learn and share ownership of this over time. * You will support our franchisees as well as our other stakeholders in Property Development and around the business. * Build relationships with other members of the Property Development team as well as supporting in wider business projects * Use primarily GIS and Excel to support our growth pipeline. * Supporting location planning projects, to further our understanding and capabilities as the business and market evolves. * Working collaboratively with the Location Planning and GIS Analyst to complete ad hoc mapping, as well as pre-opening reporting and forecasting as well as new store opening procedures * Ensuring data, reporting and analysis is accurate and completed in a timely manner * Relevant processes followed and data kept up to date * Supporting others to improve ways of working * Take ownership of personal development, using DomiDNA as a framework for growth. |

The following sections consist mainly of a series of questions related to specific skills/job requirements. You should focus on the role rather than the individual when considering the most appropriate answer and should base the response on what you consider to be the normal features of the job which are typical of the job and its usual working conditions over the year.

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| **SKILLS & JOB REQUIREMENTS (Please complete where applicable)** |
| **Strategic Responsibility**  Please provide details of the level of responsibility the role has for setting strategy: (Please indicate if a role has accountability for setting or inputting into a specific strategy e.g., a Functional Strategy, please confirm if it is Significant)  None – this is an introductory role. They will be supporting and assisting. |
| **Business Knowledge**  Please provide details of how much business knowledge the role requires as a minimum requirement i.e. how much internal knowledge of the business is required, and how much if any external commercial awareness is required? Which teams does the role work closely with?  Capability to understand the data within the market, national geographical knowledge |
| **Problem solving**  Please provide details of how the role resolves problems/issues on a daily basis: e.g. Does the role use straightforward common sense? Does the role make straight forward judgements and is guided by precedents? Does the role evaluate multiple sources of information in complex or novel situations? Does the role use other skills for problem solving? Does the role require advanced analytical thinking to develop innovative solutions to problems?  Aptitude to manage multiple data sets, identify anomalies and draw conclusions. Ability grow and develop in this, but accuracy and reliability in completed work required |
| **Decision making**  What level of **decision making** is required of the role and on what decisions does it impact? E.g., there is little requirement for decision making in the role, or role makes decisions within defined procedures, or role makes decisions within broad business guidelines where there are few or no policies available.  Making decisions within defined parameters. Decisions impacting business will be supported by line manager. Managing time and workload priorities independently and in conjunction with line manager. |
| **Communication**  Please outline the type of communication skills required: e.g., is basic common courtesy required, or regular exchange of factual information, or are influencing or negotiation skills required as an essential requirement of the role?  Ability to build credible working relationships internally and with franchisees. Good communicator both written and verbal. Ability turn data into credible insights. |
| **Innovation**  To what extent does the role contribute to and manage change, e.g., suggest improvements to products/processes or contributes useful ideas or regularly recommends improvements on existing procedures and quality within own area, or develops/adapts new existing processes for increased quality/efficiency or continuously searches for improvements in techniques which add value to the business and has full responsibility and accountability for implementing these.  Limited to own job role |

Please summarise the levels of minimum education, knowledge, skills and experience this position requires (e.g., if you would be recruiting to fill this position, what aspects of background or knowledge would you expect a successful job applicant to have?)

Note: This may differ from the current job holder’s own skills and experience

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| PERSON SPECIFICATION | |
| 1. Professional Qualification(s) | * Degree in Geography, GIS or similar * Relevant experience working within a location planning or spatial data role desirable but not essential |
| 1. Knowledge | * Experience of using Geographic Information Systems for spatial analysis (ESRI ArcGIS preferred) * Intermediate Excel and PowerPoint skills * Tableau/PowerBI desirable but not essential |
| 1. Skills/Ability | * Good analytical skills, with an ability to work with both qualitative and quantitative data and good attention to detail * Good communicator, written and verbal * Effective planning and organisation skills * Ability to work in a fast-paced environment * Good time management and multi tasking skills * Full UK Driving License essential |