

Commercial Analyst (Finance and Data) Position Description

Position Title: Commercial Analyst (Finance and Data)
Reporting To: General Manager, Education and Services Growth
Direct Reports: Nil
Internal Stakeholders: Works closely with Leadership, Technology, Education, Marketing and Service Delivery teams.
External Stakeholders: External consultants and GPEX clients.
Full-Time Equivalent: 1.0 FTE

About GPEX

At GPEX, we believe that primary health care must be reimagined to address Australia’s emerging healthcare challenges. Our work is driven by a simple but powerful belief: that primary care professionals have the potential to create meaningful change, and it’s our job to help unlock that potential. We’re in the midst of a major and exciting transformation, blending 20 years of experience with the energy and innovation of a start-up.

Our goal is to empower primary healthcare professionals at every stage—from students to system innovators. We're redefining study preparation and CPD by creating pathways and credentials that build real capability. We connect primary care, urgent care, and hospitals, driving meaningful change through innovative models of care supported by our unique educational foundation. Armed with cutting-edge skills and data-driven insights from our workforce planning and evaluation capabilities, we’re paving the way to a stronger, more resilient healthcare system in Australia.

GPEX Values



Excellence
we aspire to excellence



Innovation
we continually seek better ways



Integrity
we act with ethics and own our actions



Collaboration
we unite to deliver on our purpose

Position Purpose

The Commercial Analyst (Finance and Data) will be integral to supporting GPEX's financial and commercial strategy by providing in-depth financial analysis, performance metrics, and business insights. This role will focus on optimising financial performance through forecasting, dynamic reporting, and identifying opportunities for growth and cost savings. Collaborating closely with the Executive Team, the Commercial

Analyst (Finance and Data) will play a key role in serving as a trusted business partner to key stakeholders across the organisation including marketing, operations and senior management by providing timely and accurate financial insights and recommendations. Additionally, they will drive automation, data visualisation, and dashboard development across multiple business functions, including finance, customer experience, marketing, and sales. The role ensures GPEX remains financially robust and operationally efficient, enabling the company to achieve its strategic and financial objectives.

Key Responsibilities

Financial Planning & Scenario Analysis	<ul style="list-style-type: none"> • Develop, monitor and adjust Profit and Loss (P&L) to track revenue, costs, and profitability, identifying trends and risks to optimise costs and improve margins. • Provide regular detailed financial reports and commentary to Board and leadership on business performance, trends, and sales and revenue drivers. • Assess financial viability and operational efficiency of the business model, recommending improvements and simulating financial impacts. • Develop and maintain financial models to evaluate business scenarios and support long-term strategic planning. • Collaborate with operational staff, accounts payable, and external consultants to ensure monthly, quarterly, and annual reporting is accurate, timely, and compliant with company policies.
Commercial Reporting & Analysis	<ul style="list-style-type: none"> • Analyse business performance, identify trends, and provide actionable insights to drive revenue growth and cost optimisation. • Lead and develop the pricing strategy for a variety of existing and new products and services in partnership with key organisational and subject matter expert staff. • Partner with leadership to develop and implement pricing models for new/existing business and ensure their accuracy and effectiveness. • Develop calculator and pricing model tools to empower functional leads to cost opportunities and support the training, adoption and maintainance of them. • Conduct due diligence, financial analysis, and financial risk assessment to support strategic initiatives and decision-making. • Help identify critical business risks through thorough and compliance focused risk assessment and commercial analysis. • Assess the commercial viability of business ventures and partnerships, recommending data-driven solutions for growth.
Client & Project Engagement	<ul style="list-style-type: none"> • Set up and manage client performance metrics and reporting dashboards for finance, customer experience, marketing, and sales. • Collaborate with external consultants and cross-functional teams to align commercial strategies with organisational goals. • Work on financial modelling for major client projects, business cases, and investment opportunities. • Perform reporting and undertake data analysis as part of client-commissioned work to support the delivery of key client projects.

Systems, Automation & Data Visualisation

- Support the identification of key business metrics and lead the development of dashboards and reports using tools such as Power BI, and SAP, providing real-time visibility into key business metrics.
- Manage data flows, datasets, and reports across various workspaces and ensure data integrity.
- Drive the automation of reporting and data analysis processes, enhancing efficiency and accuracy.
- Actively contribute to the automation of business processes and workflows and contribute to a culture of continuous improvement and digital enablement.
- Support the identification and implementation of financial systems and software to streamline processes and enhance reporting accuracy.

Qualifications & Skills

- Bachelor’s degree in Commerce, Finance, Economics, Business, or a related technical field.
- At least three years of experience in commercial reporting and financial analysis.
- Proven experience in financial modelling, management reporting, budgeting and forecasting.
- Extensive experience in data management tools and techniques, including data visualisation and dashboard creation using Power BI or similar platforms, with expertise in performance metrics, automation across areas such as finance, marketing, customer experience, and sales.
- Experience in supporting the development of pricing strategies, such as Activity-Based Costing, professional services and product and marketplace pricing.
- Proven track record in business improvements and optimising profitability through data-driven insights.
- Demonstration of using well-structured processes and user centred approach to workflow and project management in a fast-paced environment.

Desirable: CA/CPA qualified strongly preferred

Work Conditions:

- Full-time position with some flexibility in working hours to accommodate client and team needs.