

Position Snapshot

Position Title:	Product Development Specialist
Business/Division/Department:	Indirect and B2B Sales
Location:	Sydney
Role type:	<input type="checkbox"/> Sales <input type="checkbox"/> Customer Success <input checked="" type="checkbox"/> Enablement
Market segment: (if applicable)	<input type="checkbox"/> Large-market <input checked="" type="checkbox"/> TMC <input type="checkbox"/> Mid-market <input checked="" type="checkbox"/> Retail/ wholesale <input type="checkbox"/> Accelerate
Customer Marketplace States / Countries:	<input type="checkbox"/> NSW <input type="checkbox"/> National <input type="checkbox"/> WA/NT/VARA <input type="checkbox"/> NZ <input type="checkbox"/> VIC/SATAS <input type="checkbox"/> USA <input type="checkbox"/> ACT/QLD <input type="checkbox"/> HKG
Revenue Engine:	<input type="checkbox"/> Corporate <input type="checkbox"/> Government <input checked="" type="checkbox"/> Industry <input checked="" type="checkbox"/> International
Direct reporting line to Customer Marketplace structure:	Manager International Sales (East)
Enabled by Revenue Engine structure: (if applicable)	Commercial Manager, Hong Kong Manager International Sales (East)
Direct reports:	N/A
Date:	5SEP17

Overall Impact Statement

The main purpose of this role is to effectively implement solutions , manage marketing plans, introduce business improvements and increase Virgin Australia’s footprint whilst driving incremental revenue and reducing “cost of sale” across multiple “international inbound online and offline markets”



Organisation Context

Virgin Australia Group is a major Australian airline group that operates domestic and international regular passenger services, charter and cargo services and the loyalty program Velocity Frequent Flyer. It is proud of its reputation for exceptional customer service.

The Group employs around 9,500 people in Australia, New Zealand, the United States and the United Kingdom. We pride ourselves on recruiting the right people into the right roles and we're always looking for team members in all specialties to join our award winning team.

Virgin Australia Group team members are passionate believers in better. When we live our shared values of Heart, Spirit, Imagination and Collaboration, we can do things that most people would think impossible.

As a result every person that we come into contact with; our guests, our customers, our colleagues and the community will feel and experience better outcomes, based on the interactions we have with them.

Key Accountabilities

Accountability	Major activities	Key Metrics
1. Commercial	<ul style="list-style-type: none"> Lead the development of VA revenue action plans for a designated number of markets in order to drive revenue and improve yields, Assist in the delivery fare programs to support major Expo events across domestic and international markets Analyse revenue reporting at levels to ensure maximum yield opportunities are realised Generate, review and analyse monthly revenue and forward bookings Ensure relevant 3/6/12 month forward activity plans are created for key markets within portfolio Management and co-ordination of Events, Expo's and tourism bodies Understanding of airline pricing and revenue management methodologies in order to create and implement fare programs into market working directly with VA revenue management Ownership of the commercial product relationship with selected alliance partners of Virgin Australia 	<ul style="list-style-type: none"> Complete understanding of the business actions plans within Global Sales... BSP revenue reporting Analyse PoS reporting and make necessary recommendations Completion of key strategic partners trade events and review Rol Ongoing schedule of planned fare programs and initiatives available at all times...
2. Reporting performance	<ul style="list-style-type: none"> Proactively identify and implement CoS reduction opportunities Construction of adhoc reporting as required Ad hoc reporting as needed Success tracking of fare initiatives where special fare programs have been implemented 	<ul style="list-style-type: none"> Monthly reporting Review effectiveness of tactical pricing implemented ... Realised cost of sale reductions
3. Product Development	<ul style="list-style-type: none"> Develop products and content solutions for markets within your portfolio 	<ul style="list-style-type: none"> Pricing/product delivery by PoS...

Accountability	Major activities	Key Metrics
	<ul style="list-style-type: none"> Lead development and implementation of all joint branded/individual product material by PoS Alignment of key external service relationships and development of relevant products 	<ul style="list-style-type: none"> Brand and policy complied Continued close working relationship external partners
4. Systems and Technology Development	<ul style="list-style-type: none"> Ongoing review of distribution opportunities via technical enhancements Effective management of ad hoc projects Understating of ATPCO fare filings and supporting processes Familiar with market share tools including DDS 	<ul style="list-style-type: none"> Successful delivery of projects As and when required Demonstrate use of technical tools and solutions to drive incremental revenue
5. Relationship management – cultural awareness	<ul style="list-style-type: none"> Build and leverage internal and external stakeholder working relationships Work effectively cross culturally Operate with a high degree of commercial understanding 	<ul style="list-style-type: none"> Address any obstacles in meeting key objectives Cost of sale reductions realised even when faced with resource challenges

Key Requirements

Essential	Desirable
<ul style="list-style-type: none"> Understanding of the airline and travel industry Familiar with the working practices of airline revenue management and associated tools and processes Understanding of international inbound markets Established cross functional internal and external relationships Proven operations/systems knowledge Relevant tertiary qualifications or equivalent industry experience Proven experience developing and implementing products across multiple countries Exceptional written and oral communication skills Proven contract implementation skills including developing CoS models 	<ul style="list-style-type: none"> Use of CRM Tools/Salesforce Customer service and sales training Sabre/Interact Existing network of relationships across the travel trade and airline partners Tender preparation Experience implementing/negotiation of contracts with trade partners and working with CoS models Advanced Fares and Ticketing Advanced knowledge of GDS Use of market share and other airline data analytical tools Advanced Microsoft Office skills, with an emphasis on Excel

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| <ul style="list-style-type: none">• Strong GDS knowledge and ability to adapt to new systems• Previous experience in the travel/airline industry• Experience in developing and selling domestic/international air products across multiple PoS• Experience writing business/initiative briefings and business plans• Excellent oral/written and presentation skills including advance knowledge of Microsoft office packages such as Word, Excel, PowerPoint | |
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