



Position Snapshot

Position Title:	Customer Operations Policy Advisor
Business / Division / Department:	Customer Service Delivery
Location:	Mainline Ports or Head Office Locations
Reports to:	Leader Customer Operations Policy
Direct Reports:	NA
Classification:	1D
Date:	January 2020

Overall Impact Statement

Our vision is to build the airline people love, and we'll do that by having happy people, happy customers, happy owners, by doing what matters, and by ensuring everyone is safe, always. We also believe that how you show up is as important as what you do.

The objective of the Customer Operations Policy Advisor is to create and set the policy and standards for our customer facing teams in the airports and in the cabin ensuring a focus on safety, efficiency, user friendly process for our frontline ensuring a seamless customer experience. Using your intimate knowledge of airport and/or cabin operations, you will be required to ensure continuous improvement of our policies and standards to meet Virgin Australia's vision and purpose in line with all regulatory and legislative requirements. Working closely with internal stakeholders, you will be responsible for supporting new customer products, services and

initiatives ensuring policy is set and we communicate effectively to the broader team on change impacts and overall awareness.

Organisational Context

Virgin Australia Group is a major Australian airline group which launched in 2000 bringing real competition to the skies. The Group is made up of Virgin Australia Airlines, Virgin Australia Regional Airlines, Tigerair Australia, Virgin Australia Cargo and Velocity Frequent Flyer – our awesome loyalty program.

We operate regional, domestic and international flights and each year we carry more than 25 million passengers here, there, and everywhere! We're known for our exceptional customer service, award-winning cabin crew and fantastic product offerings. We're also passionate about the environment and reducing our carbon footprint both on the ground and in the air.

Around 10,000 passionate team members make up the Virgin Australia Group across Australia, New Zealand, North America, and Hong Kong. We pride ourselves on recruiting the right people into the right roles and we're always looking for team members in all specialities to join our crew.

Virgin Australia Group team members are pretty unique, and we all have the same DNA inside us which makes us want to go one step further for our customers and each other. When we live our shared values, we can do things that most people would think impossible, and we think that's pretty cool.

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

Key Accountabilities

Accountability	Major Activities
Policy & Standard Design	<ul style="list-style-type: none">• Design, write and implement policy and standards for Guest Services and Cabin Crew• Liaise with internal and external stakeholders on new products, service and initiatives to design and operationalise policy and process• Ensure regular engagement and familiarisations in airport and/or cabin operations to maintain subject matter expertise• Liaise with key members of the Technology team to ensure the right systems and tools are in place to create efficient workflows

Safety	<ul style="list-style-type: none"> • Contribute to the Virgin Australia Group Safety Framework by ensuring compliance to all safety, regulatory and legislative requirements • Using safety trend data, audit and finding outcomes and generic feedback, continuously improve and refine existing process and standards to ensure highest levels of team member and customer safety at all times
Customer	<ul style="list-style-type: none"> • Create processes that complement the customer experience in the airport and on board the aircraft • Influence projects and initiatives to ensure the customer is core to all outcomes for policy and standard improvements or changes • Walk the customer journey regularly and seek/manage feedback from frontline team members on ways to improve process to benefit better business outcomes
Change Management	<ul style="list-style-type: none"> • Comply with all Virgin Australia Change Management Frameworks • Liaise with and communicate effectively with key internal and external stakeholders on all projects, initiatives and business changes • Influence projects ensuring the operational elements are considered and all operational impacts have been identified

Key Requirements

Requirement	Essential	Desirable
Education / Qualifications	<ul style="list-style-type: none"> • Year 12 senior certificate or equivalent • Awareness of aviation regulatory and legislation requirements 	<ul style="list-style-type: none"> • Policy/Standards writing qualifications • Project/Change qualifications
Experience	<ul style="list-style-type: none"> • Operational experience in airport or cabin operations • Working in cross divisional teams • Systems experience in airport or cabin environments • Experience in designing policy and process 	<ul style="list-style-type: none"> • Project support • Change and communication experience
Skills	<ul style="list-style-type: none"> • Very strong administrative skills including intermediate level MS Word, Visio, Excel & Outlook 	<ul style="list-style-type: none"> • Certified Microsoft or equivalent skillset • Negotiation and collaboration • Creating broad

	<ul style="list-style-type: none"> • Excellent communication skills including report writing • Maintaining and developing effective stakeholder relationships • Ability to simultaneously gather and comprehend information from a variety of sources to analyse requirements and inform decision making • Highly competent in effective process design 	communications
Knowledge	<ul style="list-style-type: none"> • Understanding of the dynamics of airport and cabin operations • Working knowledge of aviation regulation (E.g. CASA, CAA, FAA, DOTARS, IOSA, IATA, DOT etc.) 	<ul style="list-style-type: none"> • Intricate knowledge of airport operations • Intricate knowledge of cabin operations

Virgin Australia Leadership Standards

Standard	Level 1 Behavioural Descriptors
Passionately VA	<ul style="list-style-type: none"> • Displays a passion for delighting both internal and external customers • Seeks to understand customer needs by actively listening to their thoughts and concerns • Embraces diversity and is responsive to different experiences, perspectives, values and beliefs • Is curious and continuously looks for ways to learn and improve • Knows, understands and follows standard operating procedures • Is authentic and honest, can admit to making mistakes
Desire to be Better	<ul style="list-style-type: none"> • Strives to improve experiences for internal and external customers • Has a curious mind towards identifying opportunities and finding ways to be better • Demonstrates a high level of personal motivation to learn and develop • Resourceful and creative with coming up with solutions • Identifies and contributes ideas for improvement • Identifies, addresses and reports safety hazards
Collaborates	<ul style="list-style-type: none"> • Displays passion for sharing knowledge and ideas • Voices opinions and new ideas freely • Respects differences and seeks to understand diverse perspectives • Works constructively in and across teams, viewing every interaction as an opportunity to collaborate • Is curious and open-minded to new ideas, perspectives and approaches • Clarifies own understanding and embraces alternate view • Challenges behaviours that compromise safety
Inspires Team	<ul style="list-style-type: none"> • Participates in 2-way conversations, listening and discussing issues thoughtfully and openly • Understands and value the skills, knowledge and experiences that others bring • Engages with others, clearly conveying information and facts • Actively seeks to provide suggestions on how to be a better team • Informs team about work and progress • Understands personal obligations with respect to following standard operating procedures
Creates Future	<ul style="list-style-type: none"> • Welcomes change and remains positive in the face of ambiguity • Seeks information to understand change and impacts • Demonstrates a change mindset, flexibility and openness • Understands the need for VA Group to be innovative and drive business improvement • Seeks to understand Virgin Australia's strategy and how they can contribute • Demonstrates forward-thinking and awareness of immediate consequences of actions ensuring safe outcomes
Drives Results	<ul style="list-style-type: none"> • Plans work to deliver within expected timeframes • Shows energy, enthusiasm and initiative for achieving own goals • Follows through on commitments to both internal and external customers • Seeks guidance and support to address obstacles and achieve set goals • Integrates feedback and takes responsibility for achieving own goals • Delivers outcomes within standards operating procedures.