

Virgin Australia

Position Description



Position Snapshot

Position Title: Media & Planning Leader

Business / Division / Department: Marketing Planning & Operations-(Marketing & Public Affairs)

Location: Sydney

Reports to: HO Strategy Planning & Operations

Direct Reports: 1-2 & Indirect Reports, Agency Partners

Classification: 2

Employment: FT

Date: Jan 2019

Overall Impact Statement

The Marketing Planning & Operations function is responsible for enabling the delivery of profitable revenue to Virgin Australia Airlines through the planning, development and execution of the Brand & Marketing business plan.

The Media & Planning Leader is a manager level role to oversee a range of central functions, to support both Marketing and Group objectives:

- Support HO to develop Annual Marketing Strategy and Business Plan development, including documentation, communication, tracking and quarterly reviews
- Administration of monthly Campaign Planning Forum with agencies and VFF

- Assist HO in supervision of agreed multi-party projects touching Marketing
- Media strategy and media buying, working with media agencies, and campaign teams
- Maintaining relationships with media publishers and vendors to grow productivity and value
- Assist HO in leading financial best practice management and reconciliations across all marketing cost centres, working with cost centre owners and Finance
- Development of best practice campaign performance reporting across all media activities and outcomes, working with campaign leads
- Assist HO in Divisional reporting including transformation of reporting to best practice levels, improving automation and streamlining data gathering
- Improvement of Systems and Processes, Rhythm of the business, Governance, Performance against People, Customer, Brand and Commercial goals

Organisation Context

Virgin Australia Group is a major Australian airline group which includes Tigerair and 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 10,000 team members 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, 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	Performance Indicators
1. Strategic Planning	<ul style="list-style-type: none"> ▪ Develop and execute and insights-led media plan focused on improving customer LTR, brand awareness /consideration / preference and driving profitable revenue growth. ▪ Optimisation of planning functions across the B&M team and across the business. ▪ Champion customer segmentation model to enable value creation ▪ Develop systems and processes that support the B&M objectives ▪ Continuous review and testing of the strategic plan to ensure tracking against overall company direction. 	<ul style="list-style-type: none"> ▪ Attainment of key strategic goals – People, Customer, Brand and Commercial ▪ Delivery of Go To Market Marketing Strategy & Media Plan ▪ Operational Effectiveness ▪ Successful implementation and

	<ul style="list-style-type: none"> ▪ Be ambassador across all Divisions of the business to innovate the guest experience across our communications and channels ▪ Apply best practice reporting, synthesis and writing, research and insights to help drive overall business effectiveness. ▪ Understanding market perceptions, trends, opportunities through the collation of customer insights, data analysis, etc to inform and drive the strategy ▪ Support HO in identifying key market opportunities and tailoring our strategy accordingly to take full advantage of all opportunities ▪ Coaching and upskilling cost centre owners in media planning and reporting 	<p>operational management of systems and processes that support B&M team</p> <ul style="list-style-type: none"> ▪ Effective measurement capability to align to EBITDA growth ▪ Benchmark/Group Reporting ▪ Building coalitions of the willing around pursuing VA Marketing Strategy, both internal and external
2. Business Performance	<ul style="list-style-type: none"> ▪ Develop and implement business optimisation strategies to drive continuous improvement across the B&M business ▪ Co-Responsible for budgets, reforecast and business case modelling ▪ Manage whilst ensuring maximising resource forecasting, planning & analysis functions. ▪ Responsible for continuous relationship building and ensuring alignment with internal stakeholders and external agencies ▪ P&L management to budget ▪ Monitoring and financial reconciliation of media agency budgets and retainers 	<ul style="list-style-type: none"> ▪ Business process improvements and benefit realisation ▪ Meeting P&L targets ▪ Optimisation of media budgets and outcomes ▪ Successfully implement a coordinated approach across multiple departments
3. People Leadership	<ul style="list-style-type: none"> ▪ Adopt and lead principles of the Virgin Group Leadership Standard ▪ Direct reports understand performance expectations and translate these to the greater team to ensure KPI's are met ▪ Regular communication of operational and business related information with team ▪ Direct reports receive regular performance feedback delivered in a way that maintains/improves their engagement ▪ Actively facilitate development of Leadership skills in direct reports and engage in best practice leadership with their teams. 	<ul style="list-style-type: none"> ▪ Employee engagement and enablement results ▪ Demonstrate effective leadership in line with the Virgin Group Leadership Standard ▪ Timely completion of scheduled people processes such as performance agreements & reviews & development plans
4. Projects	<ul style="list-style-type: none"> ▪ Actively participate in B&M team projects ▪ Assist HO to sponsor and/or lead projects to bring about change for customer, brand and commercial benefit ▪ Point of end to end governance with wider business on agreed multi-party projects touching Marketing 	<ul style="list-style-type: none"> ▪ Successful implementation and realisation of project objectives in line with B&M goals

Key Requirements

Essential

- Proven management experience (people and projects)
- Experience in operating with a mid-level of autonomy, structuring work effectively and coping with conflicting and changing demands
- Demonstrated experience in goal setting, results driven performance and performance management
- Demonstrated experience in cross-silo working and influencing senior level stakeholders
- Demonstrated experience in marketing campaign development
- Demonstrated experience in paid media planning and buying
- Demonstrated experience in performance reporting
- Experience across service industries and consumer brands

Desirable

- Significant experience in aviation/airline
- Digital transformation experience

Virgin Australia Leadership Standards

Standard	Level 2 Behavioural Descriptors
Passionately VA	<ul style="list-style-type: none"> • Initiates customer centric solutions • Supports initiatives to improve policies, processes and customer interactions • Seeks and identifies opportunities to surprise and delight both internal and external customers • Recognises ideas of all stakeholders and encourages innovative approaches • Expresses own point of view and challenges basic assumptions • By example, sets the direction for team members regarding safety performance and following procedures
Desire to be Better	<ul style="list-style-type: none"> • Takes into consideration the impact to customer experience when making decisions • Applies learning from previous experiences to improve future approaches and solutions • Seeks and provides feedback and opportunities to learn, valuing contribution of self and others • Identifies issues in existing systems and processes that may not be obvious to others • Challenges the status quo and offers progressive ideas and solutions • Actively seeks out risks to safety and resolves as a priority
Collaborates	<ul style="list-style-type: none"> • Promotes understanding of VA's purpose and strategy and how the team's work contributes to its achievement • Actively seeks opportunities to partner with others to achieve extraordinary outcomes • Builds trusting, cooperative partnerships, supporting others in challenging situations • Builds rapport and proactively strengthens connections with others • Embraces collaboration by connecting with others across different functions within VA
Inspires Team	<ul style="list-style-type: none"> • Encourages others to bring whole self to work and contribute freely to achieving our vision • Builds empathy and understanding of different people, integrating diverse perspectives into approaches and outcomes • Facilitates interactive discussions, actively listening and reaching agreement through flexibility and compromise • Promotes and encourages excellence, growth and autonomy in self and others • Shows personal accountability for achievement of job-specific outcomes

Creates Future	<ul style="list-style-type: none">• Embraces change, seeing it as an opportunity to drive business improvement• Acts as a change advocate, sharing information and promoting change to others• Demonstrates persistence and perseverance in the face of obstacles• Considers whether short term goals support long term objectives and consequences• Displays and drives resilience and flexibility, remaining focused on achieving outcomes whilst remaining safe
Drives Results	<ul style="list-style-type: none">• Recognises the implication of organisational issues, identifying potential impact on achievement of own results• Identifies the processes, tasks and resources required to achieve an outcome and plans accordingly• Communicates key objectives within own area to deliver results aligned to business strategy• Tailors messages for maximum impact• Uses data to drive continuous improvement to processes, outcomes and safety