Product Coordinator – Ancillary Revenue

Goals

My Role:	The role of Product Executive – Ancillary Revenue is responsible for providing the insight and knowledge to drive product ancillary revenue growth. This role requires the individual to: • Analyse product types and markets to formulate optimal selling proposition • Optimise online transaction paths for ancillary travel product and services • Ensure user centred designs are maintained • Working through digital marketing campaigns to drive revenue • Work closely with internal and external stakeholders Deliver on day to day operational requirements for the commercial transactional paths in line with the E-Commerce website strategy

Expertise

	Must have	Great to have
Knowledge	- Good understanding of product / vendor management principles and practices - Knowledge of budgeting and cost centre management processes - Knowledge of Business Analysis principles and practices - Understanding of online booking engine / shopping cart structure and operations - Understanding of online purchase behaviour - Knowledge of best practice online system design to maximise conversion rates - Knowledge of analytics and reporting tools (eg SiteCatalyst, Cognos, Google Analytics)	- Understanding of airline reservation systems, in particular Sabre - Understanding of the travel and tourism industry. - Understanding of digital marketing principles - Knowledge of best practice online design principles. - Good understanding of software development life cycle and principles
Qualifications	- Degree or equivalent in expertise, in a subject with E-Commerce / Business Analysis / Finance	- Business Analysis training - Project management training
Skills	- Excellent written and verbal skills with the ability to communicate complex thoughts and ideas clearly	- Proven project management skills in a fast-paced environment including a thorough understanding of the project development lifecycle

	Must have	Great to have
	- A planned and systematic approach to business improvement that relies on detailed analysis and collaboration to produce specific outcomes - Ability to think analytically and logically and meet deadlines under pressure - Proven interpersonal and influencing skills - Ability to work in a team environment - Advanced use of Microsoft Office tools	
Experience	- Proven experience within a commercial environment - Experience in a Business Analysis role or a Business Development role in a service industry, travel or financial services field - A proven ability to build strong relationships that result in stakeholder satisfaction	- Experience in developing tailored product solutions - Experience with managing ancillary revenue in a commercial operation - Airline experience - Proven track record of successful project management delivery - Experience in managing teams for design and delivery of solutions. - Experience in managing E-Commerce online booking engine/shopping cart platforms

Key Accountabilities

Accountability	Major activities	Performance Indicators
1. Product Ancillary Revenue	▪ Work with internal stakeholders to enable and maintain Ancillary travel products and services in booking paths and websites ▪ Monitor performance and identify opportunities to improve online value proposition for Ancillary travel products ▪ Monitor metrics and analysis to assist in optimising the revenue streams across VA group ▪ Develop and improve total guest value for Ancillary travel products revenue ▪ Work with partners and internal	▪ Merchandising revenue targets achieved ▪ Stakeholder satisfaction (surveys)

Accountability	Major activities	Performance Indicators
	stakeholders on marketing campaigns	
2. Process Improvement	- Map out and optimise current product sales and revenue fulfilment processes - Work with vendors to continuously improve selling opportunities. - Map and Identify Revenue Opportunities	- Merchandising sales and financial settlement optimised - Test Solution functionality - Increase Revenue following implementation
3. Product & Pricing Analysis	- Analyse product types and markets to formulate optimal selling proposition - Develop reports and recommendations on how to structure products and pricing for greatest financial return	- Demonstrated improved product and pricing structure - Improved financial returns from merchandising sales
4. Contracting	Work with the Leader Ancillary Revenue through any RFPs that are required	Successful contracting
5. Project Management	- Where required work with the PMO to engage with stakeholders and subject matter experts to create project requirements - Assist with project scoping and delivery	Projects delivered within agreed timeframes, budget and quality
6. Financials / Budgets	- Work with the Analytics team to Analyse daily, weekly, monthly revenue performance to expected budget levels - Liaise with accounts re reporting	Budget targets set within time frame
7. Online Transactional Path Design:	- Work with the Online Product team (IBE team) to integrate Ancillary travel products into booking paths, whilst maintaining Guest experience, for overall positive revenue impact - Provide ongoing advice to improve the overall booking path design	- Overall conversion rates maintained and improved - Partner ancillary conversion rates are achieved (new ancillaries), maintained and improved
8. Stakeholder/ Partner Engagement	- Liaise with partners and internal stakeholders across VA group - Documenting of internal/ external stakeholder requirements - Evaluation of requirements and ability to implement requirements into schedule of work	- Regular meetings planned and held in agreed frequency - Feedback from stakeholders via surveys

Accountability	Major activities	Performance Indicators
	▪ Regular performance meetings with key internal and external stakeholders/partners	

Key Interactions

Internal	E-Commerce team, Commercial divisions (Velocity, Marketing,) Information Services, Finance, Legal, GCC, Virgin Australia Holidays
	Various levels of management, Portfolio Managers, Project Managers, Business Performance Managers
External	Various partners and suppliers

Major Challenges

Major challenges for this role include
i.   Maximising financial returns from merchandising partnership products by optimising selling proposition and product structure and promotion