



Position Snapshot

| | |
|--------------------------------------|--------------------------------------------------------|
| Position Title: | Marketing Advisor-Retail |
| Business/Division/Department: | Velocity Frequent Flyer/Marketing/Customer Growth team |
| Location: | Sydney Grosvenor Place |
| Reports to: | Kara Edwards |
| Direct reports: | 0 |
| Date: | September 2019 |

Overall Impact Statement

The role of Marketing Advisor will join the Customer Growth team within the Retail stream.

This will be a multi-faceted role spanning across partner lifecycle initiatives addressing acquisition, growth, lapsing, lapsed and reactivation for the existing partners within your portfolio. In addition you will support on embedding new partners into the business - both launching these partners and delivering the ongoing marketing.

You'll be responsible for end to end campaign execution of inspiring and data led direct marketing campaigns - eDMs, website content, paid digital media and owned channels optimisation. You will work collaboratively with both our commercial partnerships team and our external partners to create marketing programs that are continually optimised and driving value for both our partners and members.

Due to the diverse remit of the marketing team, there's an expectation that from time to time you will work on initiatives beyond your portfolio as pitching in where requires is what makes our team great.

Organisation Context

Velocity Frequent Flyer is the award winning loyalty program of Virgin Australia. Our vision is to become 'Australia's most loved loyalty program' enabling members to engage and transact with our program through multiple channels every day. With over 9.5 million members and counting we are focused on transforming loyalty and we continue to lead the way with game changing initiatives.

Velocity team members are part of the Virgin Australia Group who employ 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

Develop and implement strategies at a campaign level (e.g. solus email campaign) or campaign bundle level (e.g. travel bundle). Primarily delivering against pre-defined brief/strategy

Supports the creation of a strategy for a partner or portfolio

Delivers end to end manual and automated campaigns

Effective legal, brand & stakeholder engagement for sign off

Delivers ad hoc requests in support of partner activity

Supports on new partner/product launches

Able to develop customer and omni-channel experiences with support

Looks to influence internal stakeholders in decision making

Able to pivot and comfortable with ambiguity

Know when to escalate issues or opportunities

Builds understanding of digital capability and proactively utilises tracking tools

Commercial acumen/finance

Ensures marketing is targeted, relevant and effective

Reports back on results and applies learnings in future campaign development

Able to make the link between their actions and a commercial outcome

Adheres to processes for campaign costs to be approved, raised and tracked on time.

Key Requirements

| Essential | Desirable |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Has executed previous marketing campaigns</p> <p>Understands and learns from relevant business functions including their goals and challenges</p> <p>Supports and provides indirect leadership to a project group/squad</p> <p>Presentation skills – confident presenting to internal forums</p> | <p>Experience in using an email marketing application</p> <p>An understanding of loyalty marketing and the frequent flyer business</p> <p>An understanding of data-driven, digital marketing and marketing automation techniques</p> <p>Previous experience in retail/fuel marketing</p> |

Competencies

| Role Competency Requirements | |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Competency Name | Behavioural Descriptors |
| Delight Customers | <p>Displays a passion for delighting both internal and external customers</p> <p>Seeks to understand customer needs by actively listening to their thoughts and concerns</p> <p>Follows through on commitments to customers (internal and external)</p> <p>Uses digitally enabled technology to delight customers</p> |
| Communicate and Engage | <p>Facilitates interactive discussions, actively listening and reaching agreement through flexibility and compromise</p> <p>Builds rapport and proactively strengthens connections with others</p> <p>Tailors messages for maximum impact</p> <p>Leverages different mediums to present information and ideas</p> |
| Connect and Partner | <p>Works constructively in and across teams, viewing every interaction as an opportunity to collaborate</p> <p>Displays passion for sharing knowledge and ideas</p> <p>Informs team about work and progress</p> |
| Embrace Change | <p>Welcomes change and remains positive in the face of ambiguity</p> <p>Seeks information to understand change and impacts</p> <p>Demonstrates a change mindset, flexibility and openness</p> |
| Innovate and Improve | <p>Identifies and contributes ideas for improvement</p> <p>Is curious and open-minded to new ideas, perspectives and approaches</p> <p>Understands the need for Group to be innovative and drive business improvement</p> <p>Is curious about opportunities in data analytics to suggest improvements in processes</p> |

| | |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Diversity of Thinking | <p>Embraces diversity and is responsive to different experiences, perspectives, values and beliefs</p> <p>Respects differences and seeks to understand diverse perspectives</p> <p>Voices opinions and new ideas freely</p> |
| Strategy and Direction | <p>Delivers outcomes within standards and guidelines</p> <p>Understands Group's purpose and strategy and aligns own work</p> <p>Demonstrates forward-thinking and awareness of immediate consequences of actions</p> |
| Drive Business Outcomes | <p>Shows energy, enthusiasm and initiative for achieving goals</p> <p>Seeks guidance and support to address obstacles and achieve set goals</p> <p>Plans work to deliver within expected timeframes</p> |
| Motivate Self and Others | <p>Seeks and provides feedback and opportunities to learn, valuing contribution of self and others</p> <p>Promotes and encourages excellence, growth and autonomy in self and others</p> <p>Applies learning from previous experiences to improve future approaches and solutions</p> |