

Corporate Account Executive

Level	1	Location	Perth
Department	Commercial	Division	Sales
Group	Commercial	Direct Reports	Nil
Reports to	Regional Manager Sales WA/NT	Manager once removed (MOR)	General Manager Sales Aust
Created	October 2010	Updated	October 2017

Role Purpose

My Role:	You will manage and grow market share of an existing client base with a key focus on revenue generation, building strategic client relationships, delivering creative solutions to our clients' air travel programs and help support operational effectiveness of our regional market. You will demonstrate a history of outstanding client management and relationship building skills whilst working with key trade partners. Your exceptional sales and business development skills, knowledge and experience, and your ability to think creatively outside the square will ensure your success in either of these roles. You will be expected to achieve on all sales revenue targets. The ability to develop strong high level relationships and stakeholder management will be a proven strength.
My Department:	To drive revenues through sales distribution channels, by efficient and effective management of sales channel mix

Virgin Australia

1. To be Australia's airline of choice.
2. To be Australia's best customer led organisation
3. To do for corporate travellers what we did for leisure travellers in 2000

Expertise

	Must have	Great to have
Knowledge	<ul style="list-style-type: none"> • Sound Knowledge of the Corporate market in WA 	<ul style="list-style-type: none"> • A knowledge of airline ticketing or CRS experience
Qualifications	<ul style="list-style-type: none"> • Relevant tertiary qualification or equivalent industry experience. 	
Skills	<ul style="list-style-type: none"> • Highly developed presentation skills • Highly developed written and oral communication skills • Proven computer literacy including Excel spread sheeting skills • PowerPoint Presentation skills 	

	Must have	Great to have
Experience	<ul style="list-style-type: none"> • Minimum four years' experience in sales or service industry • Previous experience in international air sales (global sales capacity) • Proven network of corporate contacts • Proven experience in contract negotiation. 	<ul style="list-style-type: none"> • Two to four years consultative sales experience • Experience in contract negotiation and tender preparation • Multinational product sales experience • Retail or Corporate Travel Agency experience

Key Accountabilities

Accountability	Major activities	Performance Indicators
1. Grow defined portfolio of corporate accounts in line with the Sales Plan	<ul style="list-style-type: none"> • Increase Virgin Australia Group of airlines share of a defined portfolio of managed accounts. • Delivery of a strategic Account Management strategy to all contracted business within segment • Initiates and manages relationships with economic and technical buyers, this includes lead generation within existing account portfolio. • Researches and qualifies targeted accounts, analyses client needs and opportunities as market dynamics change to maximise revenue opportunities within existing account portfolio. • Identifies and overcomes obstacles encountered in the account management cycle or in the implementation of new clients. • Owns the RFP process for all accounts when required to re-bid, builds financial proposal for sign off when required. • Draft and execute renewal of client contracts. • Provides tailored written clarification documents as 	<ul style="list-style-type: none"> • Sales channel mix earned revenue monthly report • Weekly VAMP activity reporting • Percentage of contracts meeting contractual revenue / marketshare commitments. • Re-signed agreements

Accountability	Major activities	Performance Indicators
	<p>required.</p> <ul style="list-style-type: none"> • Prepares and presents tailored client solutions. Presents detailed value proposition and financial benefits; engages key internal stakeholders as required for support if higher level discussions • Delivers value added consulting/business analysis. 	
<p>2. Manage and monitor revenue growth performance within portfolio.</p>	<ul style="list-style-type: none"> • Consultatively develop market segment to deliver solid market share to Virgin Australia group of airlines. • Conduct strategic revenue and service reviews in line with contractual obligations • Ensure completion of required reporting systems in a timely and effective manner, including daily and weekly planners and call cycles. 	<ul style="list-style-type: none"> • Sales Channel mix monthly report • Weekly activity reporting • Percentage of contracts meeting base fare revenue target spend • Retention of existing accounts • Conversion of target contracts and revenue commitments • Service quality review meetings held • Accurate records located on the v:drive
<p>3. Third Party Distribution</p>	<ul style="list-style-type: none"> • Represents Virgin Australia at key Trade Shows and functions as required. • Build lead generation relationships with key industry partners, including hotel groups & car rental companies. 	<ul style="list-style-type: none"> • Return on Investment, new accounts, measurable increase in revenue
<p>4. Operational support</p>	<ul style="list-style-type: none"> • Manages disruption recovery strategy for key resources customers over selected routes • Supports analysis of capacity and schedule demand for key mining & resources customers and routes 	<ul style="list-style-type: none"> • Prioritisation and relative reduction in disruption to key mining & resources customers' routes • Effective understanding of changing demand on FIFO-driven routes

Key Interactions

Internal	Corporate Sales Leader WANTSA, Regional Manager WANTSA, Corporate & Government Sales Team, VARA team, Industry Sales, Group Sales, Government Relations, Revenue Management, Finance, Customer Service
External	Corporate Travel Management Companies, Corporate Companies, Procurement Managers

Major Challenges

Increasing the Virgin Australia Group of Airlines revenue and market share across the contracted managed channel.

Values and behaviours

We think customer

- Our customers are at the heart of everything we do
- We are passionate about creating an outstanding flying experience
- We deliver consistently high service internally and externally

We do the right thing

- We always put safety first
- We act with integrity and honesty
- We create a sustainable and inclusive environment for our people and the community

We lead the way

- We lead by example
- We have the courage to think differently
- We innovate

We are determined to deliver

- We do what we say we're going to do
- We are responsive
- We are committed to excellence in all we do

Together we make the difference

- We work together to achieve success
- We consider our impact on others
- Our people set us apart

Sign Off

I have read and understand the requirements of this position. I agree to consult with my Manager or Leader should I not understand the key accountabilities or expectations of me. I will carry out the position to the best of my ability and understand I must meet required performance standards and targets. I accept the responsibilities of the position as outlined above.

I understand the position description for my role is constantly evolving, based on emerging priorities and shifts in organisational and department needs, and therefore will be updated from time to time.

Team member name: [Add name]	Signature:	Date: [Add date]
Manager/Leader's Name: [Add name]	Signature:	Date: [Add date]