



Position Snapshot

Position Title:	Alliances Relationship Manager
Business/Division/Department:	Alliances
Location:	Sydney
Reports to:	General Manager, Alliances
Direct reports:	n/a
Date:	June 2017

Overall Impact Statement

In this role you will maintain excellent day-to-day relationships for assigned alliance partnerships , you will be the first point of contact for your airline partner and will be responsible for ensuring that day to day operating requirements for the partnership are affectively managed. You will leverage relationships and frameworks to maintain and improve process ensuring financial, commercial and customer objectives are achieved. You will seek to identify oppourtunities to unlock value from the relationship working with internal and external stakeholders to generate buy-in, engagement and commitment, reporting results to management. You will be an advocate for the Alliances Department ensuring there is a high level of awareness of the Alliance Department objectives and goals.

Organisation Context

Virgin Australia Group is a major Australian airline group that 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 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.

The Alliance Team is responsible for initiating, developing, implementing, optimising and managing the relationships with our partner airlines. The team's focus is to derive mutual commercial benefit from each partner to ensure success and longevity of the relationship. The department seeks to ensure that robust processes, systems and initiatives are in place across commercial and operational divisions to ensure we exceed customer expectations while achieving financial and commercial targets.



Communication and Relationship Management

- Maintain excellent day to day relationships with assigned airline partner ensuring commercial relationships remain in robust health
- Maintain excellent internal stakeholder relations to generate buy-in, engagement and commitment throughout the business to leverage commercial benefit of partnerships
- Maintain an excellent level of communication with assigned airline partner and with internal stakeholders to leverage the partnership and ensure a high level of awareness of the objectives of the VA group

Governance and Regulatory

- Ensure that all regulatory requirements are met including reporting and compliance with competition law
- Assist with preparation for Regulatory Approvals
- Ensure that Governance protocol is maintained and well documented
- Actively participate in core Alliance governance forums across allocated partners driving activity, actions and outcomes

Financial

- Effectively implement Alliance plans to achieve Alliance Revenue targets
- Develop and execute short and long term plans to ensure KPIs are achieved
- Provide focus on ,and direction for the assigned partnership so that maximum benefit can be derived.
- Management of, and delivery to, assigned partnership; budgets and forecasts

Business strategy and planning

- Ensure strategic partnership is on track to deliver benefits in line with ACCC authorisation
- Alliance stakeholder for strategic partner SPA and other agreements (when applicable)
- Contribute to and assist with the coordination of plans to drive revenue and improve the customer experience with overall aim to maximise the commercial benefit to the Virgin Australia Group

Customer

- Understand and access the impact of assigned partnership decisions on areas of the business and overall Alliance strategy
- Work with the optimisation team to reduce customer seams by developing a plan to identify customer gaps and development opportunities

Operational

- Responsible for partnership overall health and its value creation
- Identify technology or other issues which may be impacting the effectiveness of the assigned partnership working with the
- Involvement in Adhoc Projects as required

Administration and Reporting

Commercial Reporting Review and Action

Responsible for reviewing strategic partner revenue trends to feed onto VA network and translating these into opportunities

Review of VA selling partner network, identifying any barriers to sales

Operational Reporting Review and Analysis

Work with the Alliance Optimisation team, internal business areas and assigned partner to address trends, plans in place to mitigate / resolve (where available)

Administration

Ensure assigned partners agreements are housed in ARIBA , and relevant department files are kept up to date, ensuring internal audit KPIs are met

Responsible for ensuring that all partner communications including meetings are documented and filed accordingly to alliance protocol

Champion of Better "Business and Process Improvement"

- Maintain documentation, processes and framework for strategic alliance governance structure, effective strategic alliance governance calendar
- Ensure continuous business improvement in all aspects of Governance
- Drive continuous and improved engagement and activation across all areas of the business to leverage partner relationships to enable a seamless guest experience
- Identify and create value for the strategic alliance as well as for Virgin Australia
- Development of other processes as required

Safety

- Actively support the Virgin Australia Group Safety Culture and safety reporting processes



Key Requirements

Essential	Desirable
<ul style="list-style-type: none"> • Excellent relationship skills, with demonstrated ability to build strong and long lasting relationships • Highly developed communication (written and verbal) , influencing and conflict resolution skills • High cultural intelligence and ability to interact well with the management of the foreign carriers, both locally and overseas • Experience in a commercial strategy, revenue management, sales or guest experience role • Experience in identifying and exploiting commercial drivers to generate revenue opportunities • A good knowledge of full service airlines and their business model • A broad knowledge of Virgin Australia and its business model • Ability to network effectively across a number of functions/departments with demonstrated customer stakeholder management experience • Ability to think creatively and make effective decisions • Proven computer literacy across the entire microsoft office Basic sabre skills 	<ul style="list-style-type: none"> • Sales experience • International Airline experience • Knowledge of the International Travel market • A sales/commercial/guest experience management background in the airline, travel or tourism industries <p>Experience with other airlines outside of the Virgin Group</p>



Competencies

Role Competency Requirements	
Competency Name	Behavioural Descriptors
Delight Customers	<p>Empowers and coaches others to provide extraordinary experiences for both internal and external customers</p> <p>Prioritises the customer in the delivery of the operating model to differentiate in the market</p> <p>Leads initiatives that challenge the status quo and continuously refresh and invigorate customer service and outcomes</p> <p>Promotes the development of ground-breaking approaches to drive exceptional customer service</p> <p>Empowers others in changing the way of working with customers through digitally enabled processes and platforms</p>
Communicate and Engage	<p>Manages communications, enabling interactive discussion and compromise</p> <p>Negotiates operational and tactical outcomes</p> <p>Influences direction and purpose, communicating strategic and critical concepts to create buy-in</p> <p>Demonstrates a concerted effort to inspire team members to achieve outcomes</p> <p>Facilitates accessible, agile communication across Group in line with evolving stakeholder preferences</p>
Connect and Partner	<p>Strategically manages Group partners, vendors and suppliers to optimise value, balancing trust and risk</p> <p>Drives a culture, processes and practices that encourage and nurture cohesive partnerships</p> <p>Publicly recognises extraordinary, collaborative outcomes</p> <p>Builds broad-based, trusted partnerships to achieve better outcomes for Groups, customers and communities</p>
Embrace Change	<p>Demonstrates hunger for change, is comfortable with being uncomfortable</p> <p>Engages with others and demonstrates empathy and caring in the face of change</p> <p>Prepares for change, seeking opportunities to contribute to change initiatives</p> <p>Adopts an open-minded approach, anticipating the immediate impacts of change and enabling an agile response</p>
Innovate and Improve	<p>Seeks ways to continuously improve and empowers others to challenge the status quo</p> <p>Thinks laterally and finds ways to achieve extraordinary outcomes</p> <p>Monitors trends and ideas and shares insights to add value</p> <p>Pushes barriers, displaying persistence, even in the face of failure</p> <p>Leverages data analytics through digital platforms to generate insights on customer experience, business performance and risks</p>



Diversity of Thinking	<p>Builds bonds between people to foster empathy and understanding of different perspectives that stimulate creative thought and action</p> <p>Taps into individual differences and working styles to improve business processes and outcomes</p> <p>Identifies and overcomes the barriers to diverse thinking, strengthening Group's ability to meet diverse and changing customer needs</p>
Strategy and Direction	<p>Sets inspiring goals for self and others that contribute to the achievement of Group's strategy</p> <p>Understands the Group's objectives and the links between teams, functions, businesses and sector</p> <p>Applies knowledge and analysis of issues and trends to formulate and achieve plans</p> <p>Considers the risks and consequences of issues in the mid-term and the longer-term impact across teams/work areas</p>
Drive Business Outcomes	<p>Generates enthusiasm and commitment to goals and cascades understanding</p> <p>Promotes a culture of resilience and perseverance</p> <p>Anticipates and addresses barriers, risks and emerging trends to achieve outcomes</p> <p>Considers the influence of a wide range of complex issues and redefines work and priorities accordingly</p>
Motivate Self and Others	<p>Coaches and mentors others, facilitating their development and encouraging initiative and action that contributes to Group's outcomes</p> <p>Proactively seeks and reflects on feedback to identify development opportunities</p> <p>Instils confidence in self and others to embrace challenges and opportunities, recognising and celebrating successes</p>

