

# Virgin Australia

## Position Description



### Position Snapshot

**Position Title:** Revenue Management Network Demand Analyst

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**Business / Division / Department:** Revenue Management

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**Location:** Brisbane (Virgin Village)

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**Reports to:** Leader, Revenue Management

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**Direct Reports:** NA

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**Classification:** Level 1

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**Employment:** Full Time

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**Date:** July 2019

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### Overall Impact Statement

We are passionate about Championing Better and believe who you are and how you show up is as important as what you do.

The Revenue Management Network analyst plays a critical role in creating strategies across connecting (O&D) markets to optimise the revenue across the network.

The Network analyst will work with the Revenue Management Analysts to ensure forecast accuracy and will recommend and implement strategies in RM O&D systems to provide an optimal revenue result.

## 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

### Financial

- Ensure the demand forecast is optimal, and the correct strategies are in place across your O&D markets to achieve the best revenue outcome at the network level.
- Develop the O&D strategy for your markets and work with the Revenue Management Analysts for the most optimal outcome.
- Control of all O&D functions for network wide improvement of revenue results.

### Operational

- Work in conjunction with the Business Insights team and Best Practice Specialist in the creation of a suite of reports to guide strategies and measure O&D performance.
- Utilise available reports and external sources to understand O&D market performance and the economic environment in which it is operating.
- Use the understanding of your markets to define and implement strategies in the revenue management systems (PROS, SSI, MVM O&DII).
- Work closely with Network and Revenue Management teams to examine and identify every opportunity for optimal inventory network control.
- Track success of strategies implemented and share results.
- Involvement in budgeting and business planning process as required.
- Authority for Inventory settings to reflect RM strategy such as MVM and SSI manipulations.

### Customer

- Provide feedback to RM teams to help them evaluate effectiveness of their actions on their designated specific markets.
- Build and maintain healthy relationships internally and externally with those teams that interact or touch on RM.
- Work with Pricing, Sales and the Groups team in planning of group traffic across O&D journeys.
- Work with Alliance partners as required.

### People

- Be a role model in identifying the changes required in the department and helping to coach, train and mentor staff through understanding network benefit.
- Develop process flows for change in RM – act as an SME.

### Safety

- Ensure all Health and safety procedures are followed.

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## Key Requirements

### Essential

- 3+ years' experience in Airline Revenue Management, Pricing, or other closely related commercial area.
- Significant experience in managing O&D markets on financial control
- General knowledge of airline reservation & pricing systems.
- Understanding of Point of Sale (POS) controls.
- Ability to translate company-wide objectives into concrete decisions and actions.
- Advanced analytical and problem-solving skills.
- Ability to make decisions under pressure.
- Excellent attention to detail.
- Ability to influence others and provide compelling analysis.
- Business acumen and sound judgement.
- Excellent computer knowledge, including MS Excel, Word & PowerPoint.
- Team player and team building skills.
- Understanding of Revenue Management Analyst roles and functions.
- Understanding of Revenue Management pricing principles and strategies.
- Understanding of airline sales, network planning and schedules processes.

### Desirable

- Knowledge of RM Systems, PROS ODII / ODIII, Sabre SSI.
- Infare experience.
- Coaching/Training experience of RM Team members.
- Travel industry experience specifically with other Airlines, Hotels or Travel Agencies.
- Fares, pricing and ticketing experience.
- Experience working with internal and external stakeholders including Partner Airlines and Sabre/PROS /other vendors.
- Experience managing communication at all levels of the organisation.
- Experience presenting to large groups.

## Virgin Australia Leadership Standards

Standard	Level 1 Behavioural Descriptors
Passionately VA	<ul style="list-style-type: none"> <li>• Displays a passion for delighting both internal and external customers</li> <li>• Seeks to understand customer needs by actively listening to their thoughts and concerns</li> <li>• Embraces diversity and is responsive to different experiences, perspectives, values and beliefs</li> <li>• Is curious and continuously looks for ways to learn and improve</li> <li>• Knows, understands and follows standard operating procedures</li> <li>• Is authentic and honest, can admit to making mistakes</li> </ul>
Desire to be Better	<ul style="list-style-type: none"> <li>• Strives to improve experiences for internal and external customers</li> <li>• Has a curious mind towards identifying opportunities and finding ways to be better</li> <li>• Demonstrates a high level of personal motivation to learn and develop</li> <li>• Resourceful and creative with coming up with solutions</li> <li>• Identifies and contributes ideas for improvement</li> <li>• Identifies, addresses and reports safety hazards</li> </ul>
Collaborates	<ul style="list-style-type: none"> <li>• Displays passion for sharing knowledge and ideas</li> <li>• Voices opinions and new ideas freely</li> <li>• Respects differences and seeks to understand diverse perspectives</li> <li>• Works constructively in and across teams, viewing every interaction as an opportunity to collaborate</li> <li>• Is curious and open-minded to new ideas, perspectives and approaches</li> <li>• Clarifies own understanding and embraces alternate view</li> <li>• Challenges behaviours that compromise safety</li> </ul>
Inspires Team	<ul style="list-style-type: none"> <li>• Welcomes change and remains positive in the face of ambiguity</li> <li>• Seeks information to understand change and impacts</li> <li>• Demonstrates a change mindset, flexibility and openness</li> <li>• Understands the need for VA Group to be innovative and drive business improvement</li> <li>• Seeks to understand Virgin Australia's strategy and how they can contribute</li> <li>• Demonstrates forward-thinking and awareness of immediate consequences of actions ensuring safe outcomes</li> </ul>
Creates Future	<ul style="list-style-type: none"> <li>• Welcomes change and remains positive in the face of ambiguity</li> <li>• Seeks information to understand change and impacts</li> <li>• Demonstrates a change mindset, flexibility and openness</li> <li>• Understands the need for VA Group to be innovative and drive business improvement</li> <li>• Seeks to understand Virgin Australia's strategy and how they can contribute</li> <li>• Demonstrates forward-thinking and awareness of immediate consequences of actions ensuring safe outcomes</li> </ul>
Drives Results	<ul style="list-style-type: none"> <li>• Plans work to deliver within expected timeframes</li> <li>• Shows energy, enthusiasm and initiative for achieving own goals</li> <li>• Follows through on commitments to both internal and external customers</li> <li>• Seeks guidance and support to address obstacles and achieve set goals</li> <li>• Integrates feedback and takes responsibility for achieving own goals</li> <li>• Delivers outcomes within standards operating procedures</li> </ul>