



## Position Snapshot

<b>Position Title:</b>	Marketing Specialist
<b>Business/Division/Department:</b>	Velocity Frequent Flyer/Marketing/Customer Growth team
<b>Location:</b>	Sydney Grosvenor Place
<b>Reports to:</b>	Tara Nair-Stuber
<b>Direct reports:</b>	0
<b>Date:</b>	December 2018

## Overall Impact Statement

Your role as a Marketing Specialist will be multi-faced and span across engagement and retention, partner development and embedding new partners into the business.



## 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 8 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

- Collaborate with the Partner Development team to manage existing partner communications to drive commercial outcomes
- The end to end campaign delivery of inspiring and data led direct marketing campaigns
- Embed new partners into the business - working as part of a cross-functional team from Velocity and our partner on the customer journey, launch plans, campaign creative, internal comms and post launch plan.
- Leading effective change management within the business for your initiatives
- Taking ownership to identify opportunities for process improvement and optimisations
- Developing and executing against an evolving test and learn framework
- Owning an over-arching optimisations plan for the immediate and long term
- Work closely with the Campaign Analytics team to ensure marketing is targeted, relevant and effective
- Lead conversations with stakeholders to balance member experience and revenue goals
- Management of marketing budgets



## Key Requirements

Essential	Desirable
<ul style="list-style-type: none"> <li>• Strong understanding of data-driven, digital marketing and marketing automation techniques</li> <li>• Experience in managing internal and external agencies to drive timelines and quality</li> <li>• Experience in a digital marketing role, preferably in EDM or direct channels</li> <li>• Agility and confidence to work on multiple campaigns in an ever changing and fast paced commercial environment</li> <li>• Ability to take initiative rather than wait for direction</li> <li>• A strong collaborator with the skills to and mobilise multiple parties to achieve a goal</li> <li>• Maturity to understand when to escalate</li> <li>• Demonstrate role-model behaviour when it comes to adding value to the Customer Growth team/division/organisation - even beyond current role</li> <li>• Ability to critically assess marketing concepts and messaging</li> <li>• Strong attention-to-detail &amp; ability to make recommendations based on providing solutions</li> <li>• Ability to follow and improve processes</li> <li>• Proactively develop and maintain a career plan</li> <li>• Maintain focus on development areas and proactively seek support from Leader, Customer Growth to pursue these</li> <li>• Excellent time management and organisational skills</li> <li>• Strong stakeholder management skills</li> <li>• Ability to actively contribute to brainstorming sessions</li> <li>• Experience managing and developing relationships with internal and external stakeholders</li> <li>• Experience getting the most out of agency partners</li> </ul>	



## Competencies

Role Competency Requirements	
Competency Name	Behavioural Descriptors
<b>Delight Customers</b>	<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>
<b>Communicate and Engage</b>	<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>
<b>Connect and Partner</b>	<p>Empowers others to build trusting and cooperative partnerships, and facilitates relationships across the Group and with external partners</p> <p>Enables connections, identifying and removing obstacles</p> <p>Shares learnings and drives collaboration and joint problem solving</p> <p>Identifies and facilitates connections that add value</p>
<b>Embrace Change</b>	<p>Inspires others to embrace change, creating buy-in and support</p> <p>Builds resilience and facilitates open and constructive dialogue regarding change</p> <p>Empowers and equips others to drive change</p> <p>Anticipates long-term flow-on effects of change for Group's employees, partners, customers and stakeholders</p>
<b>Innovate and Improve</b>	<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>



<p><b>Diversity of Thinking</b></p>	<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>
<p><b>Strategy and Direction</b></p>	<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>
<p><b>Drive Business Outcomes</b></p>	<p>Understands the interdependence of Group goals, taking into account wider operational context and eliminates obstacles</p> <p>Plans own work and that of others to demonstrate accountability towards the achievement of extraordinary outcomes</p> <p>Evaluates progress and re-prioritises work regularly based on changing needs</p> <p>Establishes systems and procedures to guide work and track progress</p>
<p><b>Motivate Self and Others</b></p>	<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>

