

# Virgin Australia

## Position Description



### Position Snapshot

**Position Title:** Product Coordinator – Ancillary Revenue

---

**Business / Division / Department:** Direct Sales & Digital Experience

---

**Location:** BNE

---

**Reports to:** Product & Marketing Specialist – Ancillary Revenue

---

**Direct Reports:** N/A

---

**Employment:** Full time

---

**Date:** August 2019

---

### 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 objective of the Product Coordinator - Ancillary Revenue role is to support the delivery of best customer experience of ancillary product, initially of Economy X. Responsibilities include supporting the team to identify opportunities, deliver initiatives, and optimise the customer journey in order to drive ancillary revenue growth. As a primarily digital role, the position will have access to data that will require analysis and interpretation to understand product performance. The role works collaboratively to test, investigate and resolve booking and operational issues and processes, as well as preparing presentations, reports and provide general administrative assistance.

## 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

- Support the product owner with monitoring performance, identifying opportunities and delivering initiatives to optimise the product customer journey;
- Work collaboratively with other teams across the business to test, investigate, and resolve booking and operational issues and processes;
- Manage internal stakeholder relationships to support internal product engagement and achievement of company revenue targets;
- Track, analyse and report on product performance, with a specific focus on monitoring digital channels;
- Support the “agile” way of working via regular stand up, retrospective, planning, prioritisation and sprint cycles;
- Prepare presentations, reports and general administrative assistance.

## Key Requirements

Essential	Desirable
<ul style="list-style-type: none"><li>• Minimum 2-3 years in a Product Coordinator, Business Analysis and/or Revenue Management role (preferably in a technology, or e-commerce environment)</li><li>• Proven experience within a commercial environment</li><li>• Understanding of online purchase behaviour</li></ul>	<ul style="list-style-type: none"><li>• Understanding of airline reservation systems, in particular Sabre</li><li>• Understanding of the travel and tourism industry</li><li>• Knowledge of analytics and reporting tools</li><li>• Business Analysis training</li><li>• Airline and/or travel industry experience</li><li>• An understanding of ancillary revenue</li></ul>

<ul style="list-style-type: none"><li>• Experience with working in Excel (pivot tables, data manipulation, charts) and other online booking/reporting systems</li></ul>	<ul style="list-style-type: none"><li>• Understanding of direct and digital marketing channel processes</li></ul>
<ul style="list-style-type: none"><li>• Excellent written and verbal skills with the ability to communicate complex thoughts and ideas clearly</li><li>• A planned and systematic approach to business improvement that relies on detailed analysis and collaboration to produce specific outcomes</li><li>• Ability to think analytically and logically and meet deadlines under pressure</li><li>• Proven interpersonal and influencing skills</li><li>• Ability to work in a team environment</li><li>• A proven ability to build strong relationships that result in stakeholder satisfaction</li><li>• Advanced use of Microsoft Office tools</li></ul>	

## 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>Participates in 2-way conversations, listening and discussing issues thoughtfully and openly</li> <li>Understands and values the skills, knowledge and experiences that others bring</li> <li>Engages with others, clearly conveying information and facts</li> <li>Actively seeks to provide suggestions on how to be a better team</li> <li>Informs team about work and progress</li> <li>Understands personal obligations with respect to following standard operating procedures</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>