

Assistant Partnership Manager

Velocity Frequent Flyer and Virgin Australia goals

1. Capitalise on growth business opportunities
2. Drive yield enhancement
3. Business cost efficiency program
4. Optimising the balance sheet
5. Set a new standard in customer experience
6. Develop our people to their full potential

Location	Sydney		
Department	Partner Development	Division	Velocity Frequent Flyer
Group	Velocity Frequent Flyer	Direct Reports	Nil
Reports to	Manager, Partner Development	Manager once removed (MOR)	Manager, General Manager, Partner Development
Role Scope		Created / Updated	22 Feb 2019

Role Summary

The Assistant Partnership Manager role sits within the Velocity Partner Development Team and plays an integral role in ensuring that the program and partners achieve mutually beneficial objectives and growth targets.

The portfolio of partners can include a number of different industry sectors and so the Assistant Partnership Manager will need to give consideration to different activities by partner/category.

The Partnership Executive is responsible for:

1. **Day to day Partnership management** including being the key point of contact; and managing the overall partner communications and administration processes
2. **Marketing Operations** including campaign planning, developing campaign briefs and business cases, data analysis, reporting and delivery of all marketing executions
3. **Partner Operations** by ensuring that all functionality is delivered as expected and managing appropriate escalations and briefs as needed.
4. **Reporting** to deliver all campaign and financial reporting/reconciliations based on agreed timeframes and formats.
5. Ad hoc project work /delivery as required

Accountabilities and Key Metrics

Accountability	Major activities	Performance Indicators
Financial	<ul style="list-style-type: none"> ▪ Maintain Partner contacts information ▪ Work with finance team to ensure Partner invoices are being paid & processed in a timely manner with 100% accuracy ▪ Review & prepare monthly partner reports and reconcile where relevant 	<ul style="list-style-type: none"> ▪ Contribute to revenue and engagement targets across the Portfolio ▪ Contribute to budget and reforecasting based on your portfolio activity

	<ul style="list-style-type: none"> Identify and manage any discrepancies or variances month on month 	<ul style="list-style-type: none"> Timely processing of all finance related matters including payment of Invoices and Accuracy of Partner Reporting reconciliation
Operational	<ul style="list-style-type: none"> Day to day contact point for partners Own the end to end campaign management process Review and manage Velocity Program websites & Partner channels to ensure information is accurate and up to date at all times Pro-actively look for ways to improve back end processes and work with partners on any operational and customer issues Manage the contract sign off and administration processes internally to achieve timely signed contracts 	<ul style="list-style-type: none"> Campaign accuracy On time delivery of campaigns Results measured and communicated Campaign effectiveness Feedback from memberships, marketing & operations teams Partner & Customer feedback and complaints resolution Accuracy of overall partner marketing channels 100% signed contracts within expected timeframes
Customer	<ul style="list-style-type: none"> Develop and maintain strong working relationships with the Program Partners Ensure that we assess and consider the impact of all partnership decisions and market changes on Velocity members and the Partner's customers Contribute to the strategic partnership plans to ensure to ensure the delivery of partner objectives 	<ul style="list-style-type: none"> Partner & Customer complaints resolution Contribute to agreed objectives
People	<ul style="list-style-type: none"> Assist Partner Manager with campaign planning & offer sourcing to extract maximum benefit from the Partnerships Assist Partner Manager with new Partner implementations Monitor/assist partner manager with resolving any partner related issues or complaints that may arise. Attend/hold partner WIP meetings & ongoing reviews Assist Partner manager in co-ordinating partner reviews including collating results on promotions and general Partner performance Ensure that Partner Plans are in place for all key partners/categories and updated regularly 	<ul style="list-style-type: none"> Manager and above direct feedback Partner Planning Partner feedback Impact on the overall program performance
Continuous Improvement	<ul style="list-style-type: none"> ensure we continue to offer members a superior compelling loyalty offering from our partner network 	<ul style="list-style-type: none"> delivery of innovation Member growth Member engagement
Safety	<ul style="list-style-type: none"> Actively support the Virgin Australia Group Safety culture and safety reporting processes Completion of all safety training 	<ul style="list-style-type: none"> 100% completion



Values and behaviours

We think customer	<p>Our customers are at the heart of everything we do</p> <p>We are passionate about creating an outstanding flying experience</p> <p>We deliver consistently high service internally and externally</p>
We do the right thing	<p>We always put safety first</p> <p>We act with integrity and honesty</p> <p>We create a sustainable and inclusive environment for our people and the community</p>
We lead the way	<p>We lead by example</p> <p>We have the courage to think differently</p> <p>We innovate</p>
We are determined to deliver	<p>We do what we say we're going to do</p> <p>We are responsive</p> <p>We are committed to excellence in all we do</p>
Together we make the difference	<p>We work together to achieve success</p> <p>We consider our impact on others</p> <p>Our people set us apart</p>

Expertise

	Must have	Great to have
Knowledge/Qualifications	<ul style="list-style-type: none"> Understanding of campaign management process and objectives. Demonstrable knowledge of digital marketing and/or loyalty marketing. Tertiary Business Degree or similar in a related discipline. 	<ul style="list-style-type: none"> Understanding and experience of back end Operational delivery processes. Understanding of loyalty marketing or partnerships . Understanding of the broader travel industry / airline frequent flyer programs.
Skills	<ul style="list-style-type: none"> Solid commercial acumen. Demonstrable account and relationship management skills. A strong interpersonal and verbal reasoning skill set. Excellent attention to detail and a solid communication / presentation capability. 	<ul style="list-style-type: none"> Solid negotiation skills. Solid presentation skills
Experience	<ul style="list-style-type: none"> Solid understandings of data based / digital / direct marketing. 	<ul style="list-style-type: none"> digital marketing and ecommerce platform experience.

	Must have	Great to have
	<ul style="list-style-type: none"> ▪ A proven 'can do' approach. ▪ A minimum 3 years' experience working preferably in an account management, loyalty or commercial role. 	<ul style="list-style-type: none"> ▪ Understanding of creative & production process. ▪ Understanding of partner management

Key interactions

Internal	The Loyalty team including Marketing, Data and Operations as well as other Virgin Australia internal depts. such as Ecommerce and Legal etc.
External	Program Partners and selected program suppliers where relevant and to a lesser extent relevant industry bodies