

Product Specialist – Ground and Lounges

Virgin Australia strategic objectives

Australia's Favourite Airline Group. Leading through loyalty – customers, partners and community.

1. Impress our customers
2. Strengthen our relationships
3. Be business smart
4. Put safety first and deliver operational excellence
5. Our people at their best

| | | | |
|-------------------|--------------------------------|-----------------------------------|---------------------------------|
| Level | 2 | Location | Brisbane Head Office |
| Department | Customer Experience/Engagement | Division | Customer Experience and Product |
| Group | Virgin Australia Airlines | Direct Reports | 0 |
| Reports to | TBC | Manager once removed (MOR) | TBC |
| Role Scope | | Created / Updated | 13 July 2018 |

Role Summary

Role purpose

The Product Specialist Aircraft - Ground and Lounges is responsible the management and product lifecycle of the airline's ground products and lounges both domestically and internationally. This includes the maintenance of product specifications, customer policies and leading the development of new and enhanced products when required based on business objectives.

Accountabilities and Key Metrics

| Accountability | Major activities | Key Metrics |
|---------------------------------|---|---|
| 1. Product Lifecycle Management | <ul style="list-style-type: none"> • Contribute to the development of Virgin Australia's end to end customer experience strategy. • Collaborate with stakeholders across the business in the development specific ground product and lounges strategy. • Product definition and specification. • New product development based on organisational objectives. • Establish and maintain ground and lounges product lifecycles. • Mapping of existing products onto ground and lounges product lifecycle. • Interoperation of operational requirements to develop into product specifications. • Management of products based on their location in the lifecycle, including minor of major refresh, tactical improvement based on competition or retirement/replacement. | <ul style="list-style-type: none"> • Products catalogued, defined and mapped on product lifecycle. • Development of 5-year roadmap based on lifecycle. • Development of product releases detailing changes to existing products and the release of new products to internal stakeholders. • Production of key strategy documents that contribute the organisations overall strategic direction. • Use of operational performance data to prioritise initiatives to ensure that our products are exceeding the expectations of our customers. |

| Accountability | Major activities | Key Metrics |
|--------------------------------|---|--|
| | <ul style="list-style-type: none"> • Development of business cases for product improvement of new product development initiatives, including sourcing temporary resources when required to meet delivery targets. • Work with internal and external stakeholders to translate product intent into design and technical specifications. • Management of the Design process to from concept development through to project delivery and completion. • Ensure that product design is in-line with the Virgin Australia design guidelines and Brand Book. | |
| <p>2. Product Performance</p> | <ul style="list-style-type: none"> • Competitive analysis including performance against competitor’s products. • Development of performance standards that prescribe the customer experience of each product. • Work with training teams to ensure product standards are translated into frontline training materials. • Work with frontline teams to ensure that products are being delivered to set standards. • Work closely with Business Insights to maintain operational product performance data for ground products and lounges to drive decision and inform the product lifecycle. • Development of product standards for non-owned Virgin Australia sites (airport/partner owned) to ensure our customers intrinsically know they are travelling with Virgin Australia. | <ul style="list-style-type: none"> • Performance targets developed and set for each product or product group. • Monthly measurement against performance targets. • Product standards developed and accepted across the group. • Report on performance gaps between competitor cabin product and Virgin Australia cabin product, highlighting competitive risk. |
| <p>3. Alliance Integration</p> | <ul style="list-style-type: none"> • International lounges policy and customer performance management. • Development and management of International and Domestic partner airline transfer proposition. • Competitive analysis against alliance partner products. • Understanding the differences between Virgin Australia ground and lounge products and alliance partner ground and lounge products, allowing this to be factored into the end to end alliance customer experience. • Build and maintain relationships with | <ul style="list-style-type: none"> • Performance targets set with alliance partners for end to end ground, lounge and transfer experience. • Report on performance gaps between alliance partner product and Virgin Australia product. • Maintain up to date information about the Virgin Australia international lounge network. • Mapping of alliance product to Virgin Australia customer |

| Accountability | Major activities | Key Metrics |
|---|--|---|
| | counterparts in alliance partner airlines specifically for lounges and ground product. | experience. |
| 4. Customer Satisfaction | <ul style="list-style-type: none"> Development and maintenance of customer policies. Distribution and communication of customer policies to stakeholders across the group. Setting customer satisfaction targets for each product in consultation with Business Insights. Respond to customer complaints and look for common themes that need to be corrected as a part of refresh or tactical initiatives. | <ul style="list-style-type: none"> Measurement of adherence to customer policies. Measurement against customer satisfaction targets. Development of % of complaints per product and set targets to reduce. |
| 5. Project Management | <ul style="list-style-type: none"> Management of small projects or lead streams in larger project or programmes. Development of project artefacts as appropriate to support project activity, such as business cases, project plans, budgets and reporting. Appropriate management of key project risks. Active engagement and leadership in the resolution of project issues. | <ul style="list-style-type: none"> Project deliverables managed to time and budget. Risks proactively managed to avoid risk occurrence. Project reporting produces in-line with organisational requirements. |
| 6. Stakeholder Management and Communication | <ul style="list-style-type: none"> Identification of key stakeholders for cabin products. Maintain regular communications with stakeholder groups, including the distribution of internal product releases to support media releases. Work with key stakeholders across the group to ensure that a collaborative approach is taken to product development. Manage the relationships between internal stakeholders, design consultancies and other external stakeholders. | <ul style="list-style-type: none"> Updated stakeholder matrices. Product releases distributed to appropriate stakeholder groups. Stakeholders have a clear understanding of Virgin Australia's ground and lounge products. |

Decision Making Authority

| Decisions role expected to make | Recommendations role expected to make |
|--|---|
| <ul style="list-style-type: none"> Product design Product component selection Placement of products on lifecycle Product performance standards Design signoff | <ul style="list-style-type: none"> New product development Product refresh Customer Satisfaction targets Vendor selection and major product selection |

Values and behaviours

| Spirit | Heart | Collaboration | Imagination |
|---|--|---|--|
| Zest for life Positive Energetic Spontaneous Passionate | Genuine Authentic Heartfelt Care Respectful Personal Sincere | Inclusive Together People / people involving Caring for others Engaging Open | Creativity Finding ways Progressive thinking |

Expertise

| | Must have | Great to have |
|--------------------------|--|---|
| Knowledge/qualifications | <ul style="list-style-type: none"> Product Management Project Management Design Management Aviation product development Aviation knowledge in ground operations | <ul style="list-style-type: none"> Product design New product development Degree in either business, design or aviation management Aviation passenger service systems Understanding and experience in the built environment Understanding of major design and construction projects Understanding of Interior design |
| Skills | <ul style="list-style-type: none"> Highly developed communication and presentation skills, with the ability to present at any level of the organisation Analytical skills with the ability to interoperate, modify and represent data Proficient use of the Microsoft Office Suite Proven ability to communicate complex concepts and ideas through written and oral communications Strong critical thinking and problem-solving skills Contract Management Effective leadership skills with the ability to lead and manage virtual and cross functional team Proven ability to influence negotiate and resolve conflict among | <ul style="list-style-type: none"> Technical CAD systems Microsoft Project |

| | Must have | Great to have |
|------------|---|---|
| | stakeholders with competing priorities <ul style="list-style-type: none"> • A decisive and self-starting approach with the energy, motivation and resilience necessary to be effective in a fast paced and demanding environment | |
| Experience | <ul style="list-style-type: none"> • Previous aviation experience • 5+ years commercial experience • Previous product management and product development experience • Project Management • Financial Management and budget control • Business case development with an emphasis on cases with a strong financial return | <ul style="list-style-type: none"> • Business Analysis • Airline customer service experience • Change Management |

Key interactions

| | |
|----------|---|
| Internal | Airports Planning/Leasing, Ground Operations, Business Insights Business Services, Property and Facilities, Revenue Management, Sales, GCC, Marketing, Public Affairs, Finance, |
| External | Vendors, Suppliers and Design Agencies |

Sign off

I have read and understand the requirements of this position. I agree to consult with my Leader should I not understand the key accountabilities or expectations of me. I will carry out the position to the best of my ability and understand I must meet required performance standards and targets. I accept the responsibilities of the position as outlined above.

I understand the position description for my role is constantly evolving, based on emerging priorities and shifts in organisational and department needs, and therefore will be updated from time to time.

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|---------------------------------|------------|---------------------|
| Team member name: [Add name] | Signature: | Date: [Add date] |
| Leader's Name: [Add name] | Signature: | Date: [Add date] |