



Position Snapshot

Position Title:	Agile Coach
Division / Department:	Velocity Marketing & Analytics Division / Marketing Development
Location:	SYD Grosvenor Place
Reports to:	GM Member Engagement and Activation
Direct reports:	0
Level:	2.B
Award:	Not Applicable
Classification:	Not Applicable
Date:	December 2022
VA Competency Standards:	https://virginaustralia.sharepoint.com/sites/Vine/people/Documents/VA_Competency_Framework.pdf

Overall Impact Statement

Our vision is to build the airline people love, and we'll do that by having happy people, happy customers, happy owners, by doing what matters, and by ensuring everyone is safe, always. We also believe that how you show up is as important as what you do.

The objective of the Agile Coach role is to The Agile Coach role works closely with the Agile Practice Lead to cultivate an agile way of working at Velocity that best supports Velocity customers and the business.

You will coach leaders and teams in their practice of agile, empowering them to be self-organising, customer-focused and self-improving. In doing so, you will play a key role in facilitating the organisational culture necessary for sustained success.

Organisational Context

Virgin Australia Group is a major Australian airline headquartered in Brisbane, Australia. The company operates scheduled domestic and short-haul international flights, charter and cargo services, and the award-winning loyalty program Velocity Frequent Flyer. The Group has been a competitor in the Australian aviation landscape for more than 20 years, and has always been known for its wonderful people who do their jobs with signature Virgin Flair.

Under new ownership since November 2020, and led by an Executive Leadership Team who all have proven track records and deep experience in aviation or consumer-focussed businesses, Virgin Australia has transformed as a business. The company's 737 fleet has gone from 58 aircraft to 88 aircraft, it has introduced a simplified fare structure focused on providing value to customers, announced a commitment to a target of net zero emissions by 2050, invested in the re-start of short haul international travel for the airline, refreshed the lounge product, and delivered step change investments in technology.

Virgin Australia Group prides itself on recruiting the right people to meet the challenges ahead. No matter their role – our employees share an enormous amount of passion for our guests and ambition to be the most loved airline in Australia.

Virgin Australia has won many awards over the years including Best Cabin Crew, Best Domestic Airline and Best Economy Class. Velocity Frequent Flyer has also scooped a wealth of prestigious gongs including the Freddie Awards Best Program of the Year and Best Redemption Ability for Asia/Middle East and Oceania.

The team are passionate about agile as a powerful enabler of business performance and work across the Velocity business at all levels to support its customers, business objectives and growth.

Key Accountabilities

Accountability	Major Activities
Safety, Security & Business Resilience	<ul style="list-style-type: none"> - Complete mandatory training applicable to the role (including Safety, Security, Resilience and, Health and Wellbeing) - Participate in the SMS and SeMS by identifying and reporting hazards to the operation - Be aware of personal safety matters including the emergency procedures relevant to role location - Adhere to all documented operating procedures - Actively participate in Safety Shares - Actively participate in Better Me initiatives - Actively participate in the Groups emergency response program - Participate in consultation of WHS matters as related to your working environment - Challenge unsafe behaviours in others - Abide by the lawful directions of security personnel and law enforcement officers. - Actively participate in the Group's Resilience program.
Customer	<p>Support the practice of agile ways of working across teams and the Velocity business that puts Velocity members and Virgin Australia Group customers at the centre of the business.</p>
Operational	<ul style="list-style-type: none"> • Perform the role of a Scrum Master responsibilities for 1-3 high priority / needs Velocity squads teams to create and maintain highly productive teams • Support the Manager Agility in the management and reporting of the heatmap, NPS and other key metrics across all squads for relevant forums, against defined performance metrics and benefits and identify new strategies to continue uplifting Velocity's agile maturity • Support and champion Agile WoW at Velocity, working across teams to drive accountability and continuous improvement of practice to increase efficiency and improve value delivery. • Identify and support org-wide impediment removal through escalation and tracking with the Manager Agility and Senior Leadership Team • Support the facilitation of key agile forums including quarterly organisational planning days • Contribute to the efficiency of the squad model, providing recommendations about squad structure based on key metrics and data in the pursuit of driving outcomes • Contribute to the ongoing development and use of the Agile playbook and Agile knowledge management structures • Support and champion the Scrum/Kanban maturity of the team and organisation and coach the team to higher levels of maturity • Work with the Agile Practice Lead to launch new squads

Accountability	Major Activities
People	<ul style="list-style-type: none"> • Support the use of Agile/Scrum practices and values in a practical manner that increases team efficiencies • Support the delivery of regular Agile Foundations sessions for new starters • Assist the Manager Agility in running Product Owner and Scrum Master communities of practice
Financial	<ul style="list-style-type: none"> • Ensure all activities are managed within established budgets, aligned with best practices and complied with mandatory standards • Report on value of teams development activities
Safety	<ul style="list-style-type: none"> • Consideration of safety impacts when developing systems/products • Adhere to safety standards, operating procedures, policies, and regulations • Abide by and promote appropriate safety behaviours expected by the business • All company applications comply with relevant legislative and regulatory requirements • Personal compliance and completion of corporate safety training

Key Requirements

Requirement	Essential	Desirable
Education / Qualifications	<ul style="list-style-type: none"> • Bachelor's degree • Scrum Master Certification (Scrum Alliance, Scrum.org) • Product Owner Certification (Scrum Alliance, Scrum.org) • Relevant coaching qualification 	n/a
Experience	<ul style="list-style-type: none"> • Deep knowledge of Agile and Lean values, principles, and practices • 2+ years' experience working in a scaled Agile environment 	<ul style="list-style-type: none"> • Experience working in a high paced

Requirement	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Demonstrated experience in coaching and mentoring senior leadership teams • Demonstrated experience coaching and mentoring Agile teams, Product Owners and Scrum Masters to maximise their potential • Demonstrated experience in guiding teams and organisations through transformational change • Proven ability to facilitate meetings and workshops with teams and stakeholders at all levels • Demonstrated experience delivering Agile training • Demonstrated experience working with a variety of Agile frameworks including scaling • Outstanding communication and presentation skills • Strong ability to develop productive working relationships with both teams and stakeholders • Atlassian Jira and Confluence for agile development • Strong analytical and reporting capabilities 	n/a
Knowledge	As per experience section	n/a