



Position Snapshot

Position Title:	Ancillary Partner Product Specialist
Division / Department:	Direct, Data and Ancillary
Location:	BNE
Reports to:	Head of Ancillary Products
Direct Reports:	0
Level:	2A
Award:	
Classification:	N/A
Date:	July 2024

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 Ancillary Partner Product Specialist role is to manage and optimise partnerships between Virgin Australia and a portfolio of third-party travel ancillary products to contribute towards Virgin Australia's and Velocity's guest/member value and revenue growth ambitions.

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 Ancillary team has a supportive culture, where integrity and respect are at the core of all our interactions with internal and external stakeholders.

Key Accountabilities

Accountability	Major Activities
Safety, Security & Business Resilience	<ul style="list-style-type: none"> • Ensure all team members complete mandatory training applicable to their roles (including Safety, Security, Resilience and, Health and Wellbeing) • Ensure adherence to Virgin Australia Risk Management Framework (RMF) and adopt a proactive approach to the timely identification of operational and corporate risk and work to mitigate, resolve and escalate as required • Actively participate in relevant forums to improve Safety, Security, Resilience and Health and Wellbeing throughout the Group • Lead and participate in Safety Shares in all meetings • Champion Better Me throughout the Group • Lead consultation of WHS matters as related to your working environment • Actively participate in the Group's Resilience Program – e.g. as part of the Department's 3 x 3 bench strength.
Ancillary Partner Revenue Growth	<ul style="list-style-type: none"> • Optimise current partnership to support achievement of airline revenue and market share targets • Identify, develop and lead the implementation of new partnership opportunities that align to shared VA and Velocity ancillary strategy • Development and implementation a product roadmap to deliver initiatives that increase guest and members satisfaction and airline ancillary revenue • Investigation and interpretation of data to inform growth strategy Collaboration with key internal stakeholders to support delivery of roadmap initiatives • Increase digital conversion rates across the ancillary partner product portfolio by understanding shopping behaviours and influencing booking workflows • Provide input into future merchandising strategy and development priorities
External Product Partnerships	<ul style="list-style-type: none"> • Manage a range of existing and new external partners that power VA's ancillary portfolio • Agreement governance, ensuring adherence, performance, and maintenance • Act upon customer feedback and contribute to improved customer experience metrics relating to ancillary products • Support (and where appropriate lead) negotiation of agreements and maintenance • Review product types and competitor markets to help formulate optimal digital selling proposition • Actively seeking opportunities to innovate with partners to improve guest experience (NPS), reduce cost and create growth opportunities. • Respond to frontline team and guest feedback relating to ancillary products and work proactively with partners to address issues

Accountability	Major Activities
Financial Reporting	<ul style="list-style-type: none"> • Support the reporting of partner revenue initiatives to the broader stakeholder group • Work with the Analytics, RM and BI Teams to analyse daily, weekly and monthly revenue performance to expected budget levels • Lead end of month reporting with insights and analysis of trends to inform future actions and revenue forecasting
Stakeholder Engagement	<ul style="list-style-type: none"> • Represent VA ancillary strategy as a member of a joint travel squad with Velocity to drive a unified guest/member experience and achieve shared strategy • Liaise with internal stakeholders across the VA Group and form part of a cross functional team to develop merchandising capabilities and prioritise new partner product developments • Regular performance/progress meetings with key internal stakeholders • Evaluation of requirements and ability to implement into roadmap and schedule of work • Gain feedback from stakeholders via surveys/one-on-one sessions
Project Delivery & Compliance	<ul style="list-style-type: none"> • Collaborate with Digital Transformation team to engage with stakeholder and subject matter experts to create project requirements • Provide input into business requirements for the Ancillary partner roadmap • Manage and/or support project scoping and delivery (depending on project complexity and scope) • Projects delivered within agreed timeframes, budget and quality • Assist with project scoping and delivery • Manage compliance with relevant legislations and regulations (e.g. Privacy ACT, GDPR etc.)

Key Requirements

Requirement	Essential	Desirable
Education / Qualifications	<ul style="list-style-type: none"> • 5+ years experience in travel or related services field 	<ul style="list-style-type: none"> • Tertiary education in business or e-commerce related study
Experience	<ul style="list-style-type: none"> • A proven ability to build strong relationships that result in stakeholder satisfaction • Proven experience within a commercial environment • Experience in an eCommerce role in a service industry, travel or financial services field 	<ul style="list-style-type: none"> • Experience with managing revenue in a commercial operation • Airline and travel industry experience • Proven track record of successful project management delivery • Experience in managing digital booking engine / shopping cart platforms

Requirement	Essential	Desirable
Skills	<ul style="list-style-type: none"> • High degree of influencing skills to deliver a balanced scorecard • Well developed partner relationship methods • Excellent written and verbal skills with the ability to communicate complex thoughts and ideas clearly • A planned and systematic approach to business improvement that relies on detailed analysis and collaboration to produce specific outcomes • Ability to work in a team environment 	<ul style="list-style-type: none"> • Practical knowledge of working within a collaborative way of working (e.g. Agile) • Project management certification or experience of project management principles within a fast-paced environment • Working knowledge of digital conversion optimisation platforms (e.g. Adobe Target)
Knowledge	<ul style="list-style-type: none"> • Knowledge of budgeting and forecasting processes • Understanding of digital purchasing behaviour • Knowledge of best practice digital merchandising techniques to maximise conversion rates • Knowledge of analytics and reporting tools 	<ul style="list-style-type: none"> • Understanding of airline reservation systems, in particular Sabre • Understanding of the travel and tourism industry • Understanding of digital marketing principles • Knowledge of best practice digital design principles

Virgin Australia Leadership Standards

Standard	Level 2 Behavioural Descriptors
Passionately VA	<ul style="list-style-type: none"> • Initiates customer centric solutions • Supports initiatives to improve policies, processes and customer interactions • Seeks and identifies opportunities to surprise and delight both internal and external customers • Recognises ideas of all stakeholders and encourages innovative approaches • Expresses own point of view and challenges basic assumptions • By example, sets the direction for team members regarding safety performance and following procedures
Desire to be Better	<ul style="list-style-type: none"> • Takes into consideration the impact to customer experience when making decisions • Applies learning from previous experiences to improve future approaches and solutions • Seeks and provides feedback and opportunities to learn, valuing contribution of self and others • Identifies issues in existing systems and processes that may not be obvious to others • Challenges the status quo and offers progressive ideas and solutions • Actively seeks out risks to safety and resolves as a priority
Collaborates	<ul style="list-style-type: none"> • Promotes understanding of VA's purpose and strategy and how the team's work contributes to its achievement • Actively seeks opportunities to partner with others to achieve extraordinary outcomes • Builds trusting, cooperative partnerships, supporting others in challenging situations • Builds rapport and proactively strengthens connections with others • Embraces collaboration by connecting with others across different functions within VA
Inspires Team	<ul style="list-style-type: none"> • Encourages others to bring whole self to work and contribute freely to achieving our vision • Builds empathy and understanding of different people, integrating diverse perspectives into approaches and outcomes • Facilitates interactive discussions, actively listening and reaching agreement through flexibility and compromise • Promotes and encourages excellence, growth and autonomy in self and others • Shows personal accountability for achievement of job-specific outcomes
Creates Future	<ul style="list-style-type: none"> • Embraces change, seeing it as an opportunity to drive business improvement • Acts as a change advocate, sharing information and promoting change to others • Demonstrates persistence and perseverance in the face of obstacles • Considers whether short term goals support long term objectives and consequences • Displays and drives resilience and flexibility, remaining focused on achieving outcomes whilst remaining safe
Drives Results	<ul style="list-style-type: none"> • Recognises the implication of organisational issues, identifying potential impact on achievement of own results • Identifies the processes, tasks and resources required to achieve an outcome and plans accordingly • Communicates key objectives within own area to deliver results aligned to business strategy • Tailors messages for maximum impact • Uses data to drive continuous improvement to processes, outcomes and safety.