

## Position Snapshot

<b>Position Title:</b>	Account Manager
<b>Business/Division/Department:</b>	Indirect and B2B Sales
<b>Location:</b>	
<b>Role type:</b>	<input type="checkbox"/> Sales <input checked="" type="checkbox"/> Customer Success <input type="checkbox"/> Enablement
<b>Market segment:</b> (if applicable)	<input checked="" type="checkbox"/> Large-market <input checked="" type="checkbox"/> Mid-market <input type="checkbox"/> Accelerate <input checked="" type="checkbox"/> TMC <input checked="" type="checkbox"/> Retail/ wholesale
<b>Customer Marketplace States / Countries:</b>	<input type="checkbox"/> NSW <input type="checkbox"/> WA/NT/VARA <input type="checkbox"/> VIC/SA/TAS <input type="checkbox"/> ACT/QLD <input type="checkbox"/> National <input checked="" type="checkbox"/> NZ <input type="checkbox"/> USA <input type="checkbox"/> HKG
<b>Revenue Engine:</b>	<input checked="" type="checkbox"/> Corporate <input checked="" type="checkbox"/> Industry <input type="checkbox"/> Government <input type="checkbox"/> International
<b>Direct reporting line to Customer Marketplace structure:</b>	Regional Sales Leader - New Zealand
<b>Enabled by Revenue Engine structure:</b> (if applicable)	Regional Sales Leader - New Zealand
<b>Direct reports:</b>	N/A
<b>Date:</b>	November 2017

## Overall Impact Statement

The main purpose of this role is to drive contract performance, with main KPIs being Contract / Territory Performance and Renewals.

The role is responsible for planning and managing the sales relationship(s) with our NZ based accounts.

The role is accountable for achieving market share and revenue growth within the agreed cost of sale.

The role uses sales and market based data to identify and action revenue generating opportunities within the defined account portfolio.



## Organisation Context

Virgin Australia Group is a major Australian airline group that 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 9,500 people 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 of Heart, Spirit, Imagination and Collaboration, 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

Accountability	Major activities	Key Metrics
1. Regionally Based Agency Contracting & Client Management / Support of Overall National Account Strategy.	<ul style="list-style-type: none"> <li>Negotiate, implement and manage the commercial agreement/s between Virgin Australia and the regionally based travel industry accounts.</li> <li>Work with the Regional Sales Leader - New Zealand to deliver the regional based activities required to drive contracted revenue</li> <li>Conduct regular trade trainings and webinars</li> <li>Attend and represent Virgin Australia at trade shows, conventions and other events.</li> <li>Complete required account reporting in a timely and effective manner.</li> </ul>	<ul style="list-style-type: none"> <li>Timely negotiation of the contract, in keeping with Virgin Australia's governance framework.</li> <li>Appropriate sales targets delivered and agreed / meet or exceed annual sales revenue target.</li> <li>Client accounts managed using standardised client reviews and timely communication.</li> </ul>
2. Business Plans	<ul style="list-style-type: none"> <li>Business planning for your state portfolio.</li> <li>Monitoring of revenues and costs across account portfolio.</li> <li>Limited number of key objectives agreed and tracked each year.</li> </ul>	<ul style="list-style-type: none"> <li>Revenue growth – year on year.</li> <li>Market share improvement.</li> <li>All activities recorded in Salesforce.</li> </ul>
3. Market Position	<ul style="list-style-type: none"> <li>Monitor and analyse competitor activity and make recommendations to address shortcomings.</li> <li>Understand competitor strengths and weaknesses, and seek to exploit accordingly.</li> </ul>	<ul style="list-style-type: none"> <li>Market share improvement.</li> <li>Quick and effective reactions to competitor activity.</li> </ul>
4. Campaigns	<ul style="list-style-type: none"> <li>Co-ordinate a structured approach to all campaigns within the accounts.</li> <li>Ensure consistent messaging supports the campaign and target audience is clear</li> <li>Track the effectiveness of local campaign to ensure R.O.I. is achieved.</li> </ul>	<ul style="list-style-type: none"> <li>Improved return on marketing investment.</li> <li>Improved use of ticketing funds.</li> <li>Clear messages delivered to the account.</li> <li>Timely and effective sales campaigns.</li> </ul>

Accountability	Major activities	Key Metrics
		<ul style="list-style-type: none"> <li>Campaign R.O.I.</li> </ul>
5. Stakeholder Engagement	<ul style="list-style-type: none"> <li>Ensure that Virgin Australia is well represented in all sales and marketing activity with the accounts.</li> <li>Ensure that the demands of the account are understood by internal parties and managed accordingly.</li> <li>Establish strong commercial relationships with all key decision makers and influencers within the accounts.</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Robust and effective working relationships established within the accounts.</li> <li>Appropriate communication channels established for issue resolution.</li> <li>Strong breadth and depth of relationship with Virgin Australia.</li> </ul>
6. Budgets & Administration	<ul style="list-style-type: none"> <li>Demonstrate effective use of reporting and data analysis tools.</li> <li>Sales reporting shared across state based account stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>All administration and tasks managed in a timely manner using Salesforce.</li> </ul>

## Key Requirements

Essential	Desirable
<ul style="list-style-type: none"> <li>Sound knowledge of airline/travel industry sales gained over a period of not less than 2 years</li> <li>Demonstrate a knowledge of the general travel industry</li> <li>Core analytical skills to make positive use of broad range of data and information</li> <li>Understanding of marketing in order to be able to implement relevant initiatives and campaigns</li> <li>Ability to work under pressure and to short lead times</li> <li>Demonstrate an ability to negotiate &amp; influence effectively and tactfully</li> <li>Excellent written and oral English language skills</li> <li>Demonstrable PC skills including Word, Excel and PowerPoint</li> <li>High level of self-awareness &amp; professional maturity</li> </ul>	<ul style="list-style-type: none"> <li>Basic understanding the travel distribution environment</li> </ul>