

Ground Product Coordinator

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	1	Location	Virgin Village, Brisbane
Department	Product Team	Division	Customer Experience & Product
Group	Virgin Australia Airlines	Direct Reports	No
Reports to	Specialists, Product & Lounges	Manager once removed (MOR)	General Manager, Product
Role Scope	Refer below	Created / Updated	May 2018

Role Summary

Role purpose

The Ground Product Coordinator is required to provide both design and product management and administration support for the Leader, Ground Design and Specialist, Ground Product.

Key infrastructure projects include:

- Premium Products including Lounges, Premium Entry and Valet
- On the ground products
- Other environments which contribute to the Virgin Australia on-the-ground guest experience

To be successful in the role, the Coordinator must be willing to adapt their previous architectural and/or interior design knowledge as well as business acumen to the fast paced requirements of Virgin Australia. The Coordinator must also thrive in an environment of change and ambiguity.

My department:

The Product Department is accountable for the definition, development and implementation of the physical and sensory elements of the guest experience throughout the Ground aspect of their journey, across the Virgin Australia Group. These elements, or products and services, must meet or exceed guest expectations, increase value and loyalty, drive profitable market share growth and support the brand position.

The key focus of the role is to translate the brand and guest values into tangible product and service experiences that meet the needs of the target market segments, and then ensure that those product and service experiences can be delivered consistently and profitably through the Guest Services and Operational divisions.

Accountabilities and Key Metrics

Accountability	Major activities	Key Metrics
1. Teamwork/Support	<ul style="list-style-type: none"> • Provide assistance to team members during project development and delivery • Manage day to day feedback and action appropriately or escalate to the Leader, Ground Design or Specialist, Ground Product. • Ensure team is supported with appropriate tools and support to effectively deliver programs of work. • Assist in coordination of cross pollination of product knowledge between ground and inflight experience team to strengthen end to end VA product experience. 	<ul style="list-style-type: none"> • Be proactive in offering support and solution to the Product team, the Customer Experience division and the broader business. • Product team are aware of inflight initiatives and impact on ground experience.
2. General Administration	<ul style="list-style-type: none"> • Maintain the product department's website, ensuring all ground data is up to date. • Manage any necessary IT problems or requirements for the team • Respond to requests or forward them onto the relevant department when necessary • Manage the files and data systems with in Product team. • Create and maintain the Product and Design team's SharePoint project sites and escalate issues when appropriate. 	<ul style="list-style-type: none"> • Maintain all documents and ensure they are up to date, current and accurate • Team is supported with coordination of IT issues.
3. Competitor Innovation	<ul style="list-style-type: none"> • Compile competitor information on new and emerging products and services • Assist in conducting competitor analysis and report back on research findings and provide recommendations. • Ensure communication of innovations are shared and escalated as appropriate 	<ul style="list-style-type: none"> • Up-to-date records • Product team are across competitor innovations.
4. Product Specifications	<ul style="list-style-type: none"> • Sourcing information on operational requirements and building materials including organising meetings with representatives to gather all 	<ul style="list-style-type: none"> • Specifications meet business needs and due diligence has been undertaken.

Accountability	Major activities	Key Metrics
	<ul style="list-style-type: none"> relevant information Preparation of product and finishes specifications 	
5. Stakeholder Engagement	<ul style="list-style-type: none"> Develop professional working relationships with the Ground Operations, Lounge Operations, Airport Planning, IS and Marketing division as well as other key stakeholders across business 	<ul style="list-style-type: none"> Queries are responded to quickly and accurately All design consultants, stakeholders and management are informed during the design process.
6. Managing Lounge and Terminal Product Design Guides, updating Product and Design Briefs	<ul style="list-style-type: none"> Updating guides and distributing to all relevant parties Assisting with development and updating of individual Terminal and Lounge Product and Design Briefs Document control 	<ul style="list-style-type: none"> All design consultants and internal stakeholders are aware of latest briefing documents
7. Managing small product and design tasks	<ul style="list-style-type: none"> Support the Product team through active participation in ad-hoc projects. Management of dialogue between– the client, design consultancies, stakeholders and end-users ensuring requirements are met through design. (supported by Design and Product Advisors) Ensure end product meets design standards and functional requirements 	<ul style="list-style-type: none"> End product exceeds guest expectations and is consistent with brand and business objectives.
8. Communication	<ul style="list-style-type: none"> Work with Planning, Marketing, Internal Communications, PR and Operational Delivery areas to ensure that Product and Service communication is timely and consistent Coordinate the organisation of all feedback by developing a database and replying to all comments in a timely manner. Communication with all key departments ensuring all feedback is responded to and maintained. Produce a monthly Ground Product update for the department monthly meeting. 	<ul style="list-style-type: none"> Ensure all documents are up to date, accurate and delivered in a timely manner. Ground Product and Design team are aware of stakeholder feedback.

Decision Making Authority

Decisions role expected to make	Recommendations role expected to make
<ul style="list-style-type: none"> When managing ad-hoc projects, take the lead to champion guest perspective with all stakeholders and make decisions where appropriate within the realm of authority in the project (Or escalate accordingly) All ground product and design team administration decisions (without cost) All decision making authority as delegated 	<ul style="list-style-type: none"> Make recommendations to Ground Product and Design specialists to engage with relevant areas of the business to create a strategy that delivers excellence and consistency SME from Ground product and Inflight, technology and service led projects affecting guest experience to ensure recommendations are developed to support product aspirations. Follow benchmarking and measurement processes agreed within the team and regularly assess the product, service and customer satisfaction delivered by Virgin Australia to make recommendations for interventions where required Contribute recommendations to the development of stakeholder management plans to ensure engagement and ongoing communications to key stakeholders across the organisation.

Expertise

	Must have	Great to have
Knowledge		<ul style="list-style-type: none"> Knowledge of building processes Demonstrated understanding of project management principles and methodologies Knowledge of MS Project Knowledge of product lifecycle and logistics management strategies Virgin Australia's ground experience including existing ground products Knowledge of product, design and construction processes Thorough understanding of the BCA and Australian Standards Comprehensive knowledge of building materials and applications
Qualifications		<ul style="list-style-type: none"> Tertiary education in Architectural or Interior Design or Design Management Tertiary education in Business Tertiary qualification equivalent to

	Must have	Great to have
		Bachelor of Built Environment/Bachelor of Design and/or <ul style="list-style-type: none"> Tertiary qualification in a business related field or relevant work experience
Experience/Skills	<ul style="list-style-type: none"> Proven administrative and computer skills (particularly the MS office suite of products); Strong organisational, time management and planning talents as well as a high level of accuracy and attention to detail; Good interpersonal and communication skills Ability to work independently with minimal supervision Natural curiosity and researching skills to assist with adhoc projects, and assist in presentations to the Senior Leadership & Executive team Previous experience in a coordination role or similar Effective written and verbal communication skills with an ability to communicate at all levels with key internal and external stakeholders 	<ul style="list-style-type: none"> Data analysis skills Experience designing for operational environments Experience with developing briefs Experience working in an environment with a high workload and competing priorities. Airport environment experience Contract Administration experience Archicad skills – layouts, basic documenting (Archicad 14) Demonstrated understanding of, and experience in the built environment. Minimum two years architectural/building practice experience

Key interactions

Internal	Brand Development, Project Management Office, Airports Planning and Commercial, Property, Lounge Operations, Ground Operations, Brand and Marketing, E-commerce, Inflight Product, Technology Product and Sales.
External	Suppliers and Design Consultants

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.

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