Network Planning Analyst

Virgin Australia goals

- Capitalise on growth business opportunities
- Drive yield enhancement
- Business cost efficiency program

- Optimising the balance sheet
- Set a new standard in customer experience
- Develop our people to their full potential

Level	1	Location	BNE Head Office
Department	Network Planning International	Division	Network and RM
Group	Network Management	Direct Reports	Nil
Reports to	Matthew Yarrow	Manager once removed (MOR)	Hope Antzoulatos
Role Scope	Nil	Created / Updated	07 March 2018

Role Summary

Role purpose

Review Virgin Australia and Alliance partner schedules to enhance network development and connectivity in addition to undertaking analysis on new and existing international markets, analysis of Virgin Australia International commercial performance and competitor activity that allows Virgin Australia to undertake informed decisions on fleet/capacity deployment.

Accountabilities and Key Metrics

Accountability	Major activities	Performance Indicators
1. Data management & Reporting	▪ Understand data and determine key items for use by Virgin Australia International ▪ Assist in developing reports to communicate key internal and external data to internal users ▪ Data filing and provision to external agencies (BTRE, DoT, ACCC) and internally (eg. RM, International)	▪ Data Reports ▪ Accuracy of data filing ▪ Meeting filing and report deadlines
2. New Market Development	▪ Determine market sizes for new O & D markets ▪ Provide summary of competitor capacity on proposed markets ▪ Determine traffic flow assumptions ▪ Monitor network capacity and load factors and recognise areas of growth or improvement for the airline ▪ Review key market characteristics e.g. Corporate traffic, accommodation details ▪ Assist with route modelling techniques – QSI and fair share modelling ▪ High level scheduling flows	▪ Input into Network Planning decision ▪ Within 5% accuracy on market size estimates ▪ Breadth of analysis

Accountability	Major activities	Performance Indicators
3. Historical Performance Analysis & Market Share	▪ Assist in monitoring historical performance of markets using excel and other reports and identify opportunity for performance improvement ▪ Production of monthly and YTD route performance summary reports ▪ Production of market segmentation reports regarding market historical performance ▪ Production of monthly international market share report and analysis to determine frequency, capacity and market share ▪ Adhoc market briefs on market performance ▪ Adhoc reports summarising market performance	▪ Content in summary reports ▪ Meeting presentation deadlines
4. Schedule & Airline Partner Analysis	▪ Critical analysis of Virgin Australia Group network, Alliance and interline partner connectivity ▪ High level schedule analysis to maximise commercial performance ▪ MCT monitoring and analysis ▪ Analysis of competitor schedules ▪ Connection report development and distribution to key stakeholders ▪ Connection tool development for use by key stakeholders ▪ Adhoc analysis e.g. AAA re-authorisation	▪ Completed within timeline / monthly ▪ Accuracy and content of analysis
5. Competitor Fleet and Competitor Capacity Monitoring	▪ Monitor competitor activity related to fleet purchases ▪ Develop media watch file to document announced changes to competitor's fleet (new fleet, retirements, reallocation of capacity) ▪ Develop accurate historical and forecasted fleet numbers for competitors ▪ Communicate fleet changes to key internal users ▪ Monitor competitor's capacity by market ▪ Determine expected growth in competitor ASKs ▪ Develop summary report documenting changes made in frequency and capacity by market by competitors for next 6 months ▪ Update monthly capacity model with historical and forecast data and communicate to internal users	▪ Competitor Fleet Reports (Qtrly + additional when required) ▪ Update on competitor's development ▪ Accuracy / month

Decision Making Authority

Decisions role expected to make	Recommendations role expected to make
• Department processes • Network opportunity identification	• Network changes both structural and tactical • Timely and quality advise to the business based on sound data analysis • Recommendations made to Manager, GM and Group Exec

Values

Expertise

	Must have	Great to have
Knowledge	• Airline commercial knowledge	• Demand forecasting • Network Planning • Airline cost structure • Fares and pro-ration
Qualifications	• Tertiary qualification Airline Management/Economics or in Business disciplines e.g. Economics, Mathematics or Statistics	• Aviation Management
Skills	• Report writing and presentation skills • Strong communication skills • Works well under pressure • Works well in a team environment • Excel, Word and PowerPoint knowledge	• TM1 skills
Experience	• 2 years + experience within an Airline Commercial role	

Key interactions

Internal	Schedules Planning, Network Planning International, Revenue Management, Alliances, Operations Group, Sales, Marketing, Government Relations, Public Relations, Tiger, VARA, Cargo, Fleet, Legal, Finance
External	Airports, Tourism Authorities, Consultants, Vendors, Partner Airlines & Government Bodies