



## Position Snapshot

Position title	Category Management Specialist
Business/ Division/ Department	Procurement Common
Location	Brisbane Head Office
Reports to	Procurement Portfolio Manager
Direct reports	Yes for selected roles

## Organisational 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.

## Values



## Overall Impact Statement

The Category Management Specialist is responsible for working with key stakeholders across all Virgin Group segments to understand relevant business strategies and objectives, in order to develop and manage the execution of Group wide procurement category strategies. Category strategies will drive best in class approaches to category management across all segments, focusing on delivering value for money from supplier arrangements in the short and long term as well as risk management and compliance with procurement related procedures and professional best practice. Category Strategies will be focussed on identifying value creating opportunities, building a fact base case for business change and driving opportunity pursuit into the business.

The Category Management Specialists will be responsible for ensuring that execution of the strategy, through demand management, strategic sourcing, or supplier management exercises, occur in line with the agreed category strategy to maximise the value the Group obtains from, and manage the risks associated with, that category. They will also contribute to the contract management and supplier relationship management strategies in place for categories under their management and incorporate supplier performance into on-going category strategy development where appropriate.

Where analytical support is identified for a procurement projects within their remit, they will be responsible for interim (and in some instances, ongoing) management of that Procurement Analyst, including the coaching and performance management of that individual as it relates to the project.

The Category Management Specialist will be responsible for advising and providing commercial leadership for their categories of responsibility across the Group, with the ability to manage internal business stakeholders and external suppliers with strategic procurement needs. This will require excellent interpersonal skills and stakeholder engagement skills as well as expertise in professional negotiation.

## Key Accountabilities

Key Result Area	Major Activities
Category Management	<p>Understand overall stakeholder strategies, objectives and needs within their category and couple with market insights and intelligence, data analytics, budget analysis and a fact-based foundation drive development and management of a category strategy(ies). The strategy will cover all elements of the procurement value chain including demand, source, fulfil and manage for agreed category(ies) and be focused on delivering value for money, managing risk and driving business improvement within the category.</p> <p>Identify commercial strategies to drive maturity across the Group in the category of responsibility, including leading the development of detailed business cases to demonstrate the value of implementing such strategies, and driving the buy in from relevant stakeholders to change.</p> <p>Translate agreed category strategies into a robust pipeline of procurement activities, cover short term execution and longer-term planning.</p>
Procurement Sourcing Events and Supplier Management	<p>Lead the execution of category strategy through the implementation of procurement projects (both sourcing, demand and supplier management activities) and management of appropriate teams, both within Group Procurement, and through cross-functional teams, providing regular updates to the stakeholders and procurement group leaders, validating the results with the stakeholders and finance, and driving timely benefit realisation for the Group.</p> <p>Manage fair and ethical approaches to procurement projects, in line with VA procurement policy and processes in order to mitigate legal, financial and reputational risk.</p>

	<p>Employ data-driven techniques to ensure optimal commercial outcomes for VA</p> <p>Ensure recommendations are supported by robust commercial logic, data and modelling, drawing on cross departmental resources in delivery</p> <p>Execute effective stakeholder and project management to ensure stakeholder signoff and contract execution prior to commencement of new supply arrangements.</p> <p>Provide commercial advice and direction to internal stakeholders in relation to supplier and contract management. As required act as mediator between the supplier and internal customer.</p> <p>Solicit and incorporate feedback from contract management and supplier relationship management activities into broader procurement events.</p>
Stakeholder and Business Unit Engagement	<p>Be recognised as a trusted commercial advisor in deriving value from procurement practices, based on a sound knowledge of market conditions for the category of responsibility, whilst meeting operational needs</p> <p>Manage conflicts between business unit priorities and business improvement initiatives using influence and sound business strategy</p> <p>Positively engage the support of stakeholders using problem solving and proactive communication skills</p> <p>Demonstrate sound influencing capabilities in all interactions with internal and external stakeholders.</p> <p>Provide regular updates to the stakeholders and procurement leadership</p>
People Leadership	<p>Demonstrate organisational leadership behaviours appropriate for level</p> <p>Support the promotion of the value of Group Procurement to the broader business by delivering on our promises, including delivery of sound, fact-based advice, high quality project outputs and timely execution that support business objectives</p> <p>Provide leadership and direction to Procurement Analysts when coordinating on projects, investing in the development and growth of individuals. Where Procurement Analysts are permanent direct reports, provide ongoing coaching and performance development.</p> <p>Support the development and maintenance of an effective and successful team across Group Procurement including proactively contributing to team engagement.</p>
Business Improvement	<p>Act as a business change driver to improve value, operational efficiency and productivity, both within the category of responsibility as well as more broadly across the procurement remit</p> <p>Promote continuous improvements in Procurement through contributing to the development of effective process, technology and capability within the department</p>
Reporting	<p>Develop and prepare reporting including inputs to group-wide reporting including procurement balanced score card and benefits realisation</p>

## Key Requirements

	Essential	Desirable
Experience / Skills	<ul style="list-style-type: none"> <li>• 5+ years' experience in strategic sourcing, category management and procurement experience, including at least 1 year in a category management role.</li> <li>• Experience in strategic category management across the end to end procurement value chain (demand, source, fulfil, manage)</li> <li>• Demonstrable understanding of category strategy development and able to articulate its alignment with overall business goals</li> <li>• Advanced influencing, communication and negotiation skills. Demonstrates the ability to: <ul style="list-style-type: none"> <li>○ influence and convince stakeholders at all levels within the business</li> <li>○ build effective business relationships with diverse groups of people</li> <li>○ Lead moderate to complex negotiations</li> </ul> </li> <li>• Strong leadership skills with demonstrable ability in: <ul style="list-style-type: none"> <li>○ running cross functional projects/teams</li> <li>○ delivering outcomes in a time sensitive environment</li> <li>○ Managing change</li> <li>○ Project management</li> </ul> </li> <li>• Strong commercial acumen and problem-solving skills, with a clear understanding of the drivers affecting the business, enabling assertive and effective guidance to business stakeholders.</li> <li>• Flexibility and creativity – able to demonstrate the ability to adopt new methods and process in order to deliver outcomes and meet the internal customer need, consistently challenge existing paradigms</li> <li>• Excellent written, verbal and presentation skills supporting high-quality delivery.</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial experience within a large airline or broader aviation sector</li> <li>• Specialist Project Management experience</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>• Strong commercial acumen developed in a supply chain/procurement context within large organisations.</li> <li>• Detailed knowledge of leading strategic sourcing and category management practices.</li> <li>• Moderate to complex business case development to drive business improvement initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>• A good understanding of the Australian aviation industry.</li> <li>• Best-practice supply chain management design principles and operating practices</li> </ul>
Qualifications	<ul style="list-style-type: none"> <li>• Tertiary qualifications with either a business/commerce/ law focus or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Professional qualifications within the procurement &amp; supply chain management discipline.</li> <li>• Post graduate degree in business/commerce</li> <li>• Post graduate qualifications in Project or Change Management.</li> </ul>

## Competencies

Delight Customers	<ul style="list-style-type: none"> <li>• Displays a passion for delighting both internal and external customers</li> <li>• Seeks to understand customer needs by actively listening to their thoughts and concerns</li> <li>• Follows through on commitments to customers (internal and external)</li> <li>• Uses digitally enabled technology to delight customers</li> </ul>
Communicate & Engage	<ul style="list-style-type: none"> <li>• Facilitates interactive discussions, actively listening and reaching agreement through flexibility and compromise</li> <li>• Build rapport and proactively strengthens connections with others</li> <li>• Tailors messages for maximum impact</li> <li>• Leverages different mediums to present information and ideas</li> </ul>
Connect & Partner	<ul style="list-style-type: none"> <li>• Builds trusting, cooperative partnerships, supporting others in challenging situations</li> <li>• Embraces collaboration and connects beyond organisation boundaries</li> <li>• Actively seeks opportunities to partner with others to achieve extraordinary outcomes</li> <li>• Checks and aligns own work with team goals</li> </ul>
Embrace Change	<ul style="list-style-type: none"> <li>• Embraces change, seeing it as an opportunity to drive business improvement</li> <li>• Acts as a change advocate, sharing information and promoting change to others</li> <li>• Displays resilience and flexibility, remaining focused on achieving outcomes</li> </ul>
Innovate & Improve	<ul style="list-style-type: none"> <li>• Identifies issues in existing systems and processes that may not be obvious to others</li> <li>• Challenges the status quo and offers progressive ideas and solutions</li> <li>• Recognises ideas of all stakeholders and encourages innovative approaches</li> </ul>
Diversity of Thinking	<ul style="list-style-type: none"> <li>• Encourages others to bring whole self to work and contribute freely to support creativity and understanding of customers and stakeholders</li> <li>• Builds empathy and understanding of different people, integrating diverse perspectives into approaches and outcomes</li> <li>• Expresses own point of view and challenges basic assumptions</li> </ul>
Strategy & Direction	<ul style="list-style-type: none"> <li>• Delivers outcomes within standards and guidelines</li> <li>• Understands Groups purpose and strategy and aligns own work</li> <li>• Demonstrates forward thinking and awareness of immediate consequences of actions</li> </ul>
Drive Business Outcomes	<ul style="list-style-type: none"> <li>• Demonstrates persistence and perseverance in the face of obstacles</li> <li>• Shows personal accountability for achievement of job-specific outcomes</li> <li>• Recognises the implications of organisational issues, identifying potential impact on achievement of own and team goals</li> <li>• Identifies the processes, tasks and resources required to achieve an outcome and plans accordingly</li> </ul>

Motivate others &  
Self

- Seeks and provides feedback and opportunities to learn, valuing contribution of self and others
- Promotes and encourages excellence, growth and autonomy in self and others
- Applies learning from previous experiences to improve future approaches and solutions.