

Position Snapshot

Position Title:	Partnership Specialist – Retail
Business/Division/Department:	Commercial – Retail
Location:	Sydney Grosvenor Place
Reports to:	Head of Retail Partnerships
Direct reports:	Partnership Executive
Date:	

Overall Impact Statement

The role of Partnership Specialist – Retail, is integral to ensuring that the Velocity's Retail partners achieve their business objectives and outcomes. This position will report to the Head of Retail Partnerships Business Development and is responsible for the development and execution of growth strategies for a defined portfolio of Velocity Commercial Partners that sit within the Retail sector.

This growth will be measured in the commercial outcomes for Velocity and our Commercial partners, as well as growth of Velocity member engagement.

The responsibilities of the role include;

- Generation of new commercial partnerships through identifying, acquiring and developing growth opportunities within the Retail sector and lead the onboarding of these new partners.
- Driving growth through the development of retention and expansions strategies which include strong partner engagement plans, management of relationships and demonstrating the value of Velocity capabilities.
- Develop and drive a plan for growth which includes all aspects of relationship management, defining, establishing and delivering partner marketing plans, digital innovation strategies, end to end campaign delivery and contract negotiations.
- Collaborate with internal stakeholders in Marketing, Operations, Finance, Legal and Data Analytics to ensure that a range of promotions are delivered to Velocity Members throughout the year
- Create and drive the execution of an annual partnership plan targeting growth opportunities, through data analytics, marketing and promotion initiatives with all partners in the defined retail portfolio
- Develop proposals outlining features and benefits into the acquisition, customer engagement and business growth strategies and plans
- Support the manager with setting budget targets, report on performance and manage all billing and reconciliation of partner
- Negotiating new and renewed commercial partnership agreements that lock in access to new customer and membership bases, lock in partner investment for the Velocity programme and lock in partner investment in providing quantifiable value to shared customers.

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.

Velocity Frequent Flyer is the award-winning loyalty program of Virgin Australia. Our vision is to become 'Australia's most loved loyalty program' enabling members to engage and transact with our program through multiple channels every day. With over 9.5 million members and counting we are focused on transforming loyalty and we continue to lead the way with game changing initiatives.

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/Activities	
1.	Lead new business opportunities through pipeline management from identification of prospects, value story development, managing complex negotiations and closing the deal. Delivery of successful partnerships into the Velocity loyalty program by managing both internal and external stakeholder at all levels
2.	Develop and deliver campaign and partnership strategies working collaboratively with internal teams to understand data, drivers and opportunities to optimise growth across the Retail sector.
3.	Manage the end to end campaign/initiative processes including campaign initiation and planning, campaign briefs, data analysis, reporting and delivery of marketing executions with support from marketing teams.
4.	Develop and maintain the overall partner strategy covering growth, product, pricing, data analytics and digital innovations, relationship management and commercial delivery for Retail sector partner.
5.	Manage all aspects of the partnership including relationship management, day to day contact across multiple areas within the partners' organisation and escalation point for the partner. Provide operational support and manage the overall partner communications and administration processes.

Accountability/Activities	
6.	Support contract negotiations ensuring that commercial terms are reviewed, managed and maximised.
7.	Review and analyse partner reporting including budgeting, forecasting revenue, activity, engagement and acquisition initiatives on a regular basis. Identify and understand trends and insights impacting the partnership.
8.	Collaborate with internal and external stakeholders to deliver a simply smart experience and a seamless member experience.

Key Requirements

Essential	Desirable
<ul style="list-style-type: none"> • 7 Years + commercial experience in Loyalty or Partnership Development across Retail or Consumer Loyalty environment • Excellent stakeholder engagement and interpersonal skills with the ability to liaise effectively with multiple stakeholders. • Excellent presentation skills pitching to all levels including C-level within a business • Strong negotiation skills to navigate through stakeholder relationships and contracts • Strong commercial acumen to critically analyze opportunities and business context • Strong customer orientation focused on delivering enhanced experiences for our partners and members • Experience and strong knowledge of Retail industry and environment. • Experience in Loyalty platforms with a strong understanding of Loyalty environment. • Knowledge of partner marketing strategies and execution. Demonstrated ability to develop marketing initiatives and drive through to fulfilment. • Data literate. Demonstrated analytical skills and MS Excel proficient; able to develop forecasts and business cases. • Team player. Innovative thinker. Comfortable piloting new ideas and challenging ways of thinking. • Experience with planning, budgeting, forecasting and reporting; confident assessing context, environment and growth opportunities. • Project Management experience to lead new programs of work within the partnership 	<ul style="list-style-type: none"> • Senior level experience gained in a Consumer Loyalty role • Marketing qualifications would be highly beneficial • Proven experience in the development of digital roadmaps and deployment of digital innovation strategies • Solid understandings of data analytics, business insights, data-based segmentation and direct marketing to appropriately target members for maximum engagement • Demonstrable experience managing contracts and contract negotiations.