



Position Snapshot

Position Title:	Loyalty Platform Specialist
Business/Division/Department:	Loyalty Operations
Location:	Sydney Grosvenor Place
Reports to:	Leader, Loyalty Platform Management
Direct reports:	0
Date:	June 2018

Overall Impact Statement

The Loyalty Platform is the system at the heart of our program, managing our business rules and program member information.

Playing a key role by providing strategic guidance and advice as the subject matter expert and product owner of the platform, you will work with the Vendor and partner with internal business stakeholders to align platform capabilities to the commercial goals and strategies.

With a focus on being simply smart and a champion for better, you will formulate and implement solutions to support projects and initiatives ensuring that capabilities and products implemented support Velocity both today and into the future.

Being an advocate for continuous improvement and collaboration, you will review processes and procedures that support the platform and proactively engage with the vendor, ensuring that Velocity's commercial needs are understood and there is a shared focus on a world class member experience.

While forward looking initiatives are a key part of your role, you will also have a firm focus on the day to day running of the platform, supporting key operational tasks and ad hoc requests, reporting, end of month management and reconciliation.

This role plays a pivot part in the overall success of the organisation and is considered as an expert of the Core Loyalty Platform.



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

Liaise with business stakeholders and provide advice on capabilities of the Core Loyalty Platform and be the escalation point for any platform related issues

Adopt a solutions focused mindset and make recommendations on how the business can achieve key objectives in an innovative and challenging environment

Analyse business requirements relating to the Core Loyalty Platform to identify effective strategic solutions that meet the business needs

Produce program and partner reporting and **reconcile** the reporting to be provided to business stakeholders.

Communicate to relevant business stakeholders the Core Loyalty Platform changes and enhancements

Collaborate with stakeholders across the business and vendors to ensure requirements are understood and deadlines are adhered to

Manage and monitor the progress of ticket requests with Vendors to ensure responses are provided in a timely manner within agreed SLA's

Produce, manage and review Technical Documents for the Core Loyalty Platform



Key Requirements

Essential	Desirable
<p>Proven track record of solution design and analysis relating to loyalty systems.</p> <p>Tertiary Degree or similar in related discipline.</p> <p>3+ years Experience in working with and managing relationships with software and systems Vendors.</p> <p>Previous experience working Crane or other major loyalty platforms</p> <p>Strong interpersonal, verbal reasoning and analytical skills to interpret business needs and translate into tangible solutions</p> <p>Strong stakeholder management - Managing multiple stakeholders to influence outcomes and solutions</p> <p>Proven ability to communicate commercial strategies into technical solutions and translate this to the business stakeholders</p>	<p>Project Management Methodology – PRINCE2 or PMBOK.</p> <p>Project Management experience</p> <p>Understanding of ITIL concepts</p>



Competencies

Role Competency Requirements	
Competency Name	Behavioural Descriptors
Delight Customers	<p>Anticipates solutions that support extraordinary customer experiences</p> <p>Identifies and addresses the underlying needs of customers (internal and external)</p> <p>Strips barriers and overcomes obstacles to ensure delivery of results for customers (internal and external)</p> <p>Identifies customer service trends and contributes to the designs of creative solutions</p> <p>Seeks ways to leverage digital transformation initiatives to improve the way of working and customer interactions</p>
Communicate and Engage	<p>Influence others through own actions (e.g. lead by example)</p> <p>Empower and inspire others to take action without direct control</p> <p>Simplifies complex concepts and arguments</p> <p>Communicates convincingly, anticipating varied audience needs and adapting style</p> <p>Explores and leverages new channels of communication for maximum impact</p>
Connect and Partner	<p>Empowers others to build trusting and cooperative partnerships, and facilitates relationships across the Group and with external partners</p> <p>Enables connections, identifying and removing obstacles</p> <p>Shares learnings and drives collaboration and joint problem solving</p> <p>Identifies and facilitates connections that add value</p>
Embrace Change	<p>Demonstrates hunger for change, is comfortable with being uncomfortable</p> <p>Engages with others and demonstrates empathy and caring in the face of change</p> <p>Prepares for change, seeking opportunities to contribute to change initiatives</p> <p>Adopts an open-minded approach, anticipating the immediate impacts of change and enabling an agile response</p>
Innovate and Improve	<p>Analyses and significantly improves existing products, systems and processes</p> <p>Overcomes complex problems, integrating multiple sources of information</p> <p>Drives a culture of innovation, breaking the fear of failure</p> <p>Leverages break through thinking to find new ways that add value</p> <p>Advocates for the use of digitally enabled analytics and insights in decision making</p>



Diversity of Thinking	<p>Builds bonds between people to foster empathy and understanding of different perspectives that stimulate creative thought and action</p> <p>Taps into individual differences and working styles to improve business processes and outcomes</p> <p>Identifies and overcomes the barriers to diverse thinking, strengthening Group's ability to meet diverse and changing customer needs</p>
Strategy and Direction	<p>Sets inspiring goals for self and others that contribute to the achievement of Group's strategy</p> <p>Understands the Group's objectives and the links between teams, functions, businesses and sector</p> <p>Applies knowledge and analysis of issues and trends to formulate and achieve plans</p> <p>Considers the risks and consequences of issues in the mid-term and the longer-term impact across teams/work areas</p>
Drive Business Outcomes	<p>Demonstrates persistence and perseverance in the face of obstacles</p> <p>Shows personal accountability for achievement of job-specific outcomes</p> <p>Recognises the implication of organisational issues, identifying potential impact on achievement of own and team goals</p> <p>Identifies the processes, tasks and resources required to achieve an outcome and plans accordingly</p>
Motivate Self and Others	<p>Seeks and provides feedback and opportunities to learn, valuing contribution of self and others</p> <p>Promotes and encourages excellence, growth and autonomy in self and others</p> <p>Applies learning from previous experiences to improve future approaches and solutions</p>

