



## Position Snapshot

<b>Position Title:</b>	Leader - Performance Media & Analytics
<b>Business/Division/Department:</b>	Brand, Marketing & Public Affairs
<b>Location:</b>	Brisbane
<b>Reports to:</b>	Head of Customer Relationship Marketing
<b>Direct reports:</b>	Specialist - Performance Media & Analytics
<b>Date:</b>	August 2018

## Overall Impact Statement

The role leads two key functions withing the business:

Design and implementation of Adobe Analytics across Virgin Australia's digital properties including websites, mobile, and applications.

Manage performance media budget across numerous channels including behavioural re-marketing, travel meta search and SEM

## 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

### Performance Media

Development and implementation of Performance Media strategy with a key focus on SEM, SEO, Meta Search and Display Retargeting.

Provide forecasts, plans and reporting on all performance media activity

Work with Specialist to ensure all Performance Media channels are optimised and delivering high value traffic and revenue

### Digital Analytics

Define and maintain analytics solution design for the collection of accurate web analytics data

Drive revenue growth and customer satisfaction through the use of analytics to discover opportunities and areas for improvement

Regular analysis and reporting of website traffic, revenue, conversion funnels and any other data that aids decisions within the organisation

Ongoing improvement of analytic tools and reporting capabilities

Preparation of summary reports for various audiences

Develop and maintain online reporting framework for website and IBE performance

Work with internal and external teams on Web analytics best practice implementation and integration strategy on current opportunities and/or new projects.

### Vendor Management

Manage relationships with all external vendors

Examine and implement methods to maximise search and performance expenditure with Vendors

### Budget Management

**Work with Head of Customer Relationship Marketing to develop and plan yearly budget.**

**Manage monthly budgets across all performance media activity and analytics programs of works.**



## Key Requirements

Essential	Desirable
<p><b>Knowledge/Qualifications</b></p> <p>Knowledge of digital marketing principles</p> <p>Extensive knowledge of SEO, SEM, analysis and reporting tools</p> <p>Knowledge of digital data collection methods and platforms</p> <p>Tertiary or equivalent business qualification with numerical/analytical content</p> <p>Proficient use of Microsoft Office with strong Excel skills</p> <p><b>Skills</b></p> <p>Ability to think logically and meet deadlines under pressure</p> <p>Skilled in doing hands-on analysis and possess strategic thinking ability</p> <p>Excellent communication skills and ability to interact with all levels of end users and technical resources.</p> <p><b>Experience</b></p> <p>5+ years commercial experience</p> <p>At least three to four years of working with and using standard clickstream analysis tool such as Adobe Analytics etc</p> <p>Experience overseeing web tracking implementation, especially with Adobe Analytics or Google Analytics.</p> <p>Airline and/or commercial E-Commerce experience</p> <p>Vendor management experience</p> <p>Experience deploying Analytics and other tags via Tag Management Systems</p>	<p><b>Knowledge/Qualifications</b></p> <p>Practical knowledge of JavaScript and object-oriented JavaScript</p> <p><b>Experience</b></p> <p>Wider experience with tools in the Adobe Marketing Cloud</p>



## Competencies

Role Competency Requirements	
Competency Name	Behavioural Descriptors
<b>Delight Customers</b>	<ul style="list-style-type: none"> <li>Initiates customer centric solutions</li> <li>Seeks to enhance customer experiences and improve outcomes</li> <li>Seeks and identifies opportunities to surprise and delight customers (internal and external)</li> <li>Supports digital transformation initiatives and understands how they can improve processes and customer interactions</li> </ul>
<b>Communicate and Engage</b>	<ul style="list-style-type: none"> <li>Facilitates interactive discussions, actively listening and reaching agreement through flexibility and compromise</li> <li>Builds 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>
<b>Connect and Partner</b>	<ul style="list-style-type: none"> <li>Works constructively in and across teams, viewing every interaction as an opportunity to collaborate</li> <li>Displays passion for sharing knowledge and ideas</li> <li>Informs team about work and progress</li> </ul>
<b>Embrace Change</b>	<ul style="list-style-type: none"> <li>Demonstrates hunger for change, is comfortable with being uncomfortable</li> <li>Engages with others and demonstrates empathy and caring in the face of change</li> <li>Prepares for change, seeking opportunities to contribute to change initiatives</li> <li>Adopts an open-minded approach, anticipating the immediate impacts of change and enabling an agile response</li> </ul>
<b>Innovate and Improve</b>	<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> <li>Embraces digital opportunities in data analytics to improve processes and customer insights</li> </ul>



<b>Diversity of Thinking</b>	<p>Encourages others to bring whole self to work and contribute freely to support creativity and understanding of customers and stakeholders</p> <p>Builds empathy and understanding of different people, integrating diverse perspectives into approaches and outcomes</p> <p>Expresses own point of view and challenges basic assumptions</p>
<b>Strategy and Direction</b>	<p>Achieves objectives within own job area to deliver results aligned to the Group's strategy</p> <p>Promotes team understanding of Group's purpose and strategy and contribution of work to the Group's direction</p> <p>Considers whether short term goals support long term objectives</p>
<b>Drive Business Outcomes</b>	<p>Shows energy, enthusiasm and initiative for achieving goals</p> <p>Seeks guidance and support to address obstacles and achieve set goals</p> <p>Plans work to deliver within expected timeframes</p>
<b>Motivate Self and Others</b>	<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>

