Online Producer

Level	1C	Location	Head Office
Department	Brand Marketing & Public Affairs	Division	Marketing
Group	VAA	Direct Reports	0
Reports to	Online Specialist	Manager once removed (MOR)	Head of CRM
Role Scope	N/A	Created / Updated	November 2018

Role Summary

The role of the Online Producer is to:
- Manage content publishing, strategic content direction and synergy across all Virgin Australia online platforms (websites, mobile, app) with a wide range of internal and external stakeholders

- Maintain a consistent look and feel throughout all web properties

- Manage structure, content, usability, accessibility, design and functionality of the various online platforms

- Manage new content/editorials/articles to inspire travel with Virgin Australia

- Working with a cross-departmental team, maintain and develop the master content calendar for all web properties

- Ensure web-based information is archived for future needs and reference

- Project lead for website content and publishing dependencies ranging from campaigns through to larger scale projects

- Implementation of continuous improvement strategies to maximise the effectiveness of the Virgin Australia online platforms

- Adhere to Website Quality Assurance and best practice onsite to ensure systems are efficiently used and remove friction from key member journeys

- CMS system management: workflow and publishing

- Training of end users of the CMS

- Reporting on CMS, MANTIS (work queue ticketing system) and website metrics

- Optimise 'find-ability' of content from a Search Engine perspective, without degrading the customer experience

- Input into content, optimisation and testing roadmap across all digital channels

- Work with development teams to turn winning test experiences into permanent enhancements

- On-call model applies

position description

Accountabilities and Key Metrics

Accountability	Major activities	Key Metrics
1. Financial	• Drive flight and ancillary revenue through updated content and implementations across the digital channels • Inspire people to book through Virgin Australia Travel content • Develop in depth working knowledge of all technologies and tools available to optimise guest experience, drive revenue, improve usability, generate ideas and new initiatives	• Increased revenue attributed to VA and VA Travel content and campaign pages/landing pages • New content and articles to generate travel inspiration and promote struggling destinations, low travel periods • Implementation of new ideas using tools such as Adobe Marketing Cloud
2. Safety	• Ensure any published content does not expose VA to legal, usability, and accessibility implications • Comply to accessibility WCAG and DOT standards across digital channels • Ensure safety Policies are practiced	• Constant legal and consumer awareness while implementing change • Ensuring measures during new development and updates comply with accessibility and legislative mandates • Complete Safety training and adhere to Safety compliance regulations
3. Operational	• Update content across all Virgin Australia digital channels – websites, mobile, apps, portals • Development of web content in conjunction with content owners • Usability requirements are implemented – updating dead links, website structure, and old pages • Explore and identify key areas of improvement for implementation across publishing and website management • Report on CMS and MANTIS activities to ensure website changes are completed in expected timeframes • Identify areas of opportunity through reports for system	• Accurate and up-to-date website content • Ability to meet deadlines, multi-task, prioritise tasks and work under pressure by adhering to publishing SLA's and timelines for all stakeholders • Updates to How To Guides plus new guides where necessary • Usability tasks completed to agreed standards and timelines • Assist with performing usability assessments and consumer sessions • Copy, edit and proof read all web content • Manage and update expired images and content

Accountability	Major activities	Key Metrics
	enhancement and continuous improvement • Work collaboratively with development and testing teams to ensure functional changes are completed within an appropriate timeframe	• Reports are run in required manner and timeframe • Issues identified in the reports are acted on in the required manner and timeframe • Actionable insights leading to improvements in E-Commerce publishing activities • Timely release cycle • Close working relationship with IT/IBE team
4. Customer	• Create/Maintain an Optimal Online Experience to improve customer satisfaction • Ensure digital images meet the requirements of website style guide and content reflects the Virgin tone of voice • Improve search engine performance through implementation of SEO friendly content • Maintain a consistent look and feel throughout all web properties	• Actionable insights leading to improvements across digital assets • Digital assets meet style guide requirements • SEO page rank for content pages • Attention to detail and cross-checking across work to prevent spelling, grammatical, publishing errors and maintain consistency across assets
5. People	• Respectful Team member • Demonstrate behavioural qualities in accordance with the company people culture • Management of internal and external stakeholders • Evaluation of requirements and ability to implement requirements into schedule of work • Work with key stakeholders to manage/implement changes/enhancements • Contribute idea's and design suggestions to improve the style and design of the website/s • Available with operational and on-call model expectations	• Tasks are delivered • Stakeholder expectations are met. • Good working relationships with all stakeholders • Feedback from stakeholders via survey • Complete People survey • Adhere to On-call DAMP policy

Decision Making Authority

Decisions role expected to make	Recommendations role expected to make
Prioritising and meeting deadlines for stakeholders	Usability and Accessibility
Ensure good customer experience	Publishing guidelines
Publishing to brand and digital guidelines	Education on platform functionality to stakeholders
Publishing with accessibility, usability, legal considerations and best-practice principles	Digital assets and publishing best practice

Expertise

	Must have	Great to have
Knowledge/qualifications	• In-depth knowledge of CMS structure and principles • Degree or equivalent in a subject with E-Commerce/IT content	• Extensive understanding of website development and implementation • Good understanding of online search tools and concepts • Experience managing targeted content, publishing & advertising schedules • Degree or equivalent in Web Design
Skills	• Basic HTML and coding experience • Experience managing and using multiple CMS platforms • Ability to work in a team environment and work with many stakeholders • Proven time and work queue management skills • Excellent written and verbal skills with the ability to communicate complex thoughts and ideas • Experience in website usability and SEO	• Strong analytical, analysis and reporting skills • Extensive experience producing high-quality design elements • Experience in web accessibility, WCAG, DOT
Experience	• Demonstrated experience in a commercial or technical environment • Basic experience in operating a wide range of web related software packages such as Adobe Creative Cloud (Photoshop, Dreamweaver). • Ability to think logically and meet deadlines under pressure • Good presentation and communication skills	• Airline and/or commercial E-Commerce experience • Experience managing or controlling a website Content Management System • Marketing and online experience • Understanding of commercial website advertising

	Must have	Great to have
	• High attention to detail and accuracy • Experience with training users in CMS systems	

Key interactions

Internal	Brand Marketing and Public Affairs, Digital Experience, Commercial divisions (RM, Sales, Marketing, Velocity & CRM), Information Services, Finance, Legal, Various levels of management, Portfolio Managers, Project Managers, Business Performance Managers
External	Various suppliers & vendors, consultants, developers, testers