Position Snapshot

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| **Position Title:** | Product and Pricing Advisor |
| **Business/Division/Department:** | International Inbound Sales Strategy |
| **Location:** | Hong Kong SAR |
| **Role type:** | Sales  Customer Success  Enablement |
| **Market segment:**  (if applicable) | Large-market  TMC  Mid-market  Retail/ wholesale  Accelerate |
| **Customer Marketplace**  **States / Countries:** | NSW  National  WA/NT/VARA  NZ  VIC/SA/TAS  USA  ACT/QLD  HKG |
| **Revenue Engine:** | Corporate  Government  Industry  International |
| **Direct reports:** | Commercial Manager, Hong Kong and Macau |
| **Date:** | 02 November 2018 (Updated on 19Jun18) |

Overall Impact Statement

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| * The main purpose of this role…revenue generation and exceed sales target * The role is responsible for…… maximize the revenue by determine pricing strategies timely through monitoring of interlines͛ activities and forecasting the business trend. * The role is accountable for……To explore business opportunities, coordinate all the pricing strategy for revenue optimization. * The role uses…Working closely with GSA /VIG /Industry Sales/Inbound/RM and to define appropriate sales policy and rules, terms and conditions for all fare products to suit the market needs. |



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

| Accountability | | Major activities | Key Metrics |
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|  | Price determination | * Market intelligent analysis, forecasting and determination on PUB/FIT/GIT fare in HK market * Review fare products, fit the market requirement and speedy action to market change. * Supervising the pricing activities of all sales channels. * Enhance existing marketing fare distribution system with GDS and online on productivity improvement | * Co-ordinate with Revenue Management Department on pricing / inventory strategies / fare filing and distribution. * Oversee the fare rules, T & C of all fare products and ensure smooth running of day to day pricing administration |
|  | New Products Development | * Explore, introduce and modify fare products in response new potential business segments * Formulate fares and surcharges to maximize the ancillary revenue | * Initiate new fare products to target new market segments for incremental revenue |
|  | Campaigns | * Agency training and trade focus group * Products seminar coordination * Agency communication | * Develop and conduct product-training programmes for customer from indirect sales channel |
|  | Stakeholder Engagement | * Participate trade event * Periodic meetings with headquarter i.e. RM/VIGS/GSA.etc * As a consultant and center of communication on fare inquiries, provide the clarification to the customer. * Participate on Alliance activities with partner carriers. | * Participate on interline alliance discussion * Maintain good relationship with travel agents, tourism board and internal departments |
|  | Budgets & Administration | * Sales performance forecast and review * Key contact person in HK on Agent Hub management. | * Closely monitor the effectiveness of sales strategies by conducting regular and timely performance review using various sales reports * To ensure all information are accurately communicate to the travel agents. |

Key Requirements

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| **Essential** | **Desirable** |
| * High Diploma or above * IATA ticketing certificate holder with knowledge on ATPCO . * At least 5 years’ airline or travel agents commercial experience, ideally in agency servicing and pricing area. * Strong acumen of sales and marketing * Excellent spoken and written English and Chinese. * Excellent communication and interpersonal skills * Good analytical skills * Flexible and willing to work under pressure; require working overtime * Occasional duty travel is required, such as leading an agency familiarization tours or overseas sales visit. * Right to live and work in Hong Kong. * MS office application i.e. Excel | * Sales tools - Sales Force and Sabra * Knowledge of Mandarin is desirable * DDS report * Cognos Report |