

CRM Leader – Digital Marketing & Optimisation

Level	2A	Location	Head Office
Department	E-Commerce & Online Marketing	Division	Distribution & E-Commerce
Group	Commercial	Direct Reports	3
Reports to	Head of Customer Relationship Marketing	Manager once removed (MOV)	Chief Marketing Officer
Created	October 2017	Updated	27 Sept 2018

Goals / Key Accountabilities

My Role:	<p>The CRM Leader role is responsible for managing and driving aggressive online strategies and targeted campaign opportunities across all Virgin Australia online platforms and EDM campaigns.</p> <p>Key responsibilities of this position include the management of:</p> <ul style="list-style-type: none"> • Responsible for the day-to-day management and allocation of tasks for 3 team members • Define team roadmap to achieve Direct revenue budget + customer satisfaction • To provide forecasts, plans and reporting on all activity • Business owner to push successful delivery of additional digital initiatives from strategy to implementation eg. CX platform project brand platform etc. • Continued analysis/enhancement of digital initiatives listed above to ensure increased performance and targets are met • Report on progress of digital channels, marketing activity and digital enhancements listed above to key stakeholders • Manage and define roadmap of Adobe suite of products (linked to increase in license fees) Adobe Target, Campaign and Experience Manager • Process/design governance to adopt new platforms • Manage Customer Communications strategy – commercial and service messaging for Virgin Australia • Define and manage overall test, 1 to 1 personalisation and optimisation strategy and roadmap across all digital platforms and email communications - websites, mobile, email marketing • Develop / Maintain online reporting framework for all digital assets • Manage and optimise targeted content strategy and publishing across all online platforms for all Virgin Australia stakeholders • Production and management of high-quality creative design across websites, imagery, emails, social media adhering to style guidelines • Scoping and delivery of digital asset changes from test outcomes and insights • Manage relationship with agencies 2DataFish, Adobe, and other external agencies to deliver team roadmap. • Manage and drive implementation ranging in size and complexity for online platforms and eDM communications • Incorporate VA segmentations into digital roadmap where relevant • Support other teams with strategy and initiatives to deliver revenue for the group eg. AFL Travel • Support on call model and be team lead for CERP and DERP when required • Manage and comply to AA Accessibility standards across all point of sale websites
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Must have	Great to have
<ul style="list-style-type: none"> ▪ Advanced knowledge of Adobe Marketing Cloud. Campaign, Target, AEM. ▪ Knowledge of online design best practice principles ▪ Understanding of website development and implementation ▪ Guest lifecycle management ▪ Strong skillset and knowledge of data-driven and digital marketing techniques and processes. ▪ Resourcing, budget & forecasting management ▪ Strong analytical, analysis and reporting skills ▪ Team leadership ▪ Ability to work in a team environment ▪ Ability to prioritise tasks based on commercial awareness ▪ Ability to drive business strategy ▪ Ability to define ROI linked to projects, optimisation and testing proposals ▪ Proven time management skills ▪ Excellent written and verbal skills with the ability to communicate to management and worker levels. ▪ Demonstrated experience in a commercial and technical environment ▪ A proven ability to build strong relationships that result in stakeholder satisfaction ▪ Experience in managing external partners in delivering critical project artefacts ▪ Experience working with Marketing/Digital agencies ▪ Ability to think logically and meet deadlines under pressure ▪ Good presentation and communication skills ▪ Attention to detail and accuracy 	<ul style="list-style-type: none"> ▪ Relevant tertiary or equivalent business qualification ▪ Degree or equivalent in a subject with E-Commerce/Marketing/ Graphic and/ or Web Design ▪ Experience in website usability and SEO/SEM ▪ Airline and/or commercial E-Commerce experience

Competency Name	Behavioural Descriptors
1. Delight customers	<ul style="list-style-type: none"> ▪ Empowers and coaches others to provide extraordinary experiences for both internal and external customers ▪ Prioritises the customer in the delivery of the operating model to differentiate in the market ▪ Leads initiatives that challenge the status quo and continuously refresh and invigorate customer service and outcomes ▪ Promotes the development of ground-breaking approaches to drive exceptional customer service ▪ Empowers others in changing the way of working with customers through digitally enabled processes and platforms

Competency Name	Behavioural Descriptors
2. Communicate and Engage	<ul style="list-style-type: none"> Manages communications, enabling interactive discussion and compromise Negotiates operational and tactical outcomes Influences direction and purpose, communicating strategic and critical concepts to create buy-in Demonstrates a concerted effort to inspire team members to achieve outcomes Facilitates accessible, agile communication across Group in line with evolving stakeholder preferences
3. Connect and Partner	<ul style="list-style-type: none"> Empowers others to build trusting and cooperative partnerships, and facilitates relationships across the Group and with external partners Enables connections, identifying and removing obstacles Shares learnings and drives collaboration and joint problem solving Identifies and facilitates connections that add value
4. Embrace Change	<ul style="list-style-type: none"> Inspires others to embrace change, creating buy-in and support Builds resilience and facilitates open and constructive dialogue regarding change Empowers and equips others to drive change Anticipates long-term flow-on effects of change for Group's employees, partners, customers and stakeholders
5. Innovate and Improve	<ul style="list-style-type: none"> Analyses and significantly improves existing products, systems and processes Overcomes complex problems, integrating multiple sources of information Drives a culture of innovation, breaking the fear of failure Leverages break through thinking to find new ways that add value Advocates for the use of digitally enabled analytics and insights in decision making
6. Diversity of thinking	<ul style="list-style-type: none"> Builds bonds between people to foster empathy and understanding of different perspectives that stimulate creative thought and action

Competency Name	Behavioural Descriptors
	<ul style="list-style-type: none"> ▪ Taps into individual differences and working styles to improve business processes and outcomes ▪ Identifies and overcomes the barriers to diverse thinking, strengthening Group's ability to meet diverse and changing customer needs
7. Strategy and Direction	<ul style="list-style-type: none"> ▪ Sets inspiring goals for self and others that contribute to the achievement of Group's strategy ▪ Understands the Group's objectives and the links between teams, functions, businesses and sector ▪ Applies knowledge and analysis of issues and trends to formulate and achieve plans ▪ Considers the risks and consequences of issues in the mid-term and the longer-term impact across teams/work areas
8. Drive Business Outcomes	<ul style="list-style-type: none"> ▪ Understands the interdependence of Group goals, taking into account wider operational context and eliminates obstacles ▪ Plans own work and that of others to demonstrate accountability towards the achievement of extraordinary outcomes ▪ Evaluates progress and re-prioritises work regularly based on changing needs ▪ Establishes systems and procedures to guide work and track progress
9. Motivate Self and Others	<ul style="list-style-type: none"> ▪ Inspires and motivates others to realise their potential and achieve performance outcomes through others ▪ Provides clear direction and purpose, ensuring that employees/teams understand and are held accountable for outcomes ▪ Empowers and trusts others to perform and produce results, encouraging participation in decisions

Sign Off

I have read and understand the requirements of this position. I agree to consult with my Manager or Leader should I not understand the key accountabilities or expectations of me. I will carry out the position to the best of my ability and understand I must meet required performance standards and targets. I accept the responsibilities of the position as outlined above.

I understand the position description for my role is constantly evolving, based on emerging priorities and shifts in organisational and department needs, and therefore will be updated from time to time.

Team member name:	Signature:	Date:
Manager/Leader's Name: Duncan Stevens	Signature:	Date: