



Position Snapshot

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| Position Title: | Marketing Specialist - Travel, Utilities and Insurance (12 months Maternity cover) |
| Business/Division/Department: | Velocity Frequent Flyer/Marketing/Customer Growth team |
| Location: | Sydney Grosvenor Place |
| Reports to: | Tara Nair-Stuber |
| Direct reports: | 1 |
| Date: | June 2019 |

Overall Impact Statement

The role of Marketing Specialist within the Customer Growth team will lead the Travel, Utilities and Insurance stream. This multi-faceted role will drive the overarching marketing strategy for partners within your portfolio, balancing strategic initiatives, lifecycle and commercial requirements.

A significant part of this role will be embedding new travel, insurance and utilities partners into the business - both the launch and business integration but also working alongside the CX function to map the CRM experience (including automation).

Due to the diverse remit of the marketing team, there's an expectation that from time to time you will work on initiatives not specific to Travel, Utilities and Insurance.

This role will oversee one direct report.

This role is a 12 months maternity leave cover.



Organisation Context

Velocity Frequent Flyer is the award winning loyalty program of Virgin Australia. Our vision is to become 'Australia's most loved loyalty program' enabling members to engage and transact with our program through multiple channels every day. With over 8 million members and counting we are focused on transforming loyalty and we continue to lead the way with game changing initiatives.

Velocity team members are part of the Virgin Australia Group who employ 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

- Marketing strategy development and co-own commercial outcomes for the Travel, Utilities and Insurance portfolio. Including regular partner engagement to build rapport and influence; and stand up marketing programs that solve their business problems
- Lead the marketing efforts to embed new partners into the business from discovery phase to implementation. Working alongside the CX function to map the CRM experience (including automation)
- Change manage significant business change (e.g. lifecycle approach, new processes, new platform)
- Reporting against campaign success and tracking against FY20 partnership targets, proactively pivoting where necessary to close any gaps
- Oversee delivery of team's output (this role has one direct report)
- Balance people accountability and portfolio management with executing campaigns and launching new partners



Key Requirements

| Essential | Desirable |
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| <ul style="list-style-type: none"> • Multiple years of experience in various roles externally or within VFF • Past indirect or direct leadership experience • Experience in leading, planning and optimising integrated marketing campaigns; CRM and lifecycle marketing experience • Experience in campaign management and project initiation • Experience in driving great outcomes with partners; commercial acumen and a confident/persuasive presenter at all levels of an organisation • Previous experience in change managing a significant business change (e.g. lifecycle approach, new processes, new platform) • Demonstrate role-model behaviour when it comes to adding value to your team/division/organisation - even beyond current role • Accountability to a commercial outcome or marketing spend budget | <ul style="list-style-type: none"> • Tertiary degree in business, marketing, communications or a related discipline • Previous Financial Services/Insurance experience • Working with campaign management tools in complex environments • Knowledge of airline loyalty/frequent flyer • Understanding of digital marketing tools (i.e. Adobe Analytics) • Experience in bringing the best out of sophisticated data science teams and capabilities |



Competencies

| Role Competency Requirements | |
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| 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>Seeks ways to continuously improve and empowers others to challenge the status quo</p> <p>Thinks laterally and finds ways to achieve extraordinary outcomes</p> <p>Monitors trends and ideas and shares insights to add value</p> <p>Pushes barriers, displaying persistence, even in the face of failure</p> <p>Leverages data analytics through digital platforms to generate insights on customer experience, business performance and risks</p> |



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| 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>Understands the interdependence of Group goals, taking into account wider operational context and eliminates obstacles</p> <p>Plans own work and that of others to demonstrate accountability towards the achievement of extraordinary outcomes</p> <p>Evaluates progress and re-prioritises work regularly based on changing needs</p> <p>Establishes systems and procedures to guide work and track progress</p> |
| Motivate Self and Others | <p>Coaches and mentors others, facilitating their development and encouraging initiative and action that contributes to Group's outcomes</p> <p>Proactively seeks and reflects on feedback to identify development opportunities</p> <p>Instils confidence in self and others to embrace challenges and opportunities, recognising and celebrating successes</p> |

