



# Virgin Australia

## Position Description

### Position Snapshot

**Position Title:** Consumer Partnerships Operations Specialist

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**Business / Division / Department:** Velocity Loyalty Operations

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**Location:** Sydney

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**Reports to: Leader,** Leader, Loyalty Commercial Partnership Operations

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**Direct Reports:** N/A

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**Classification:**

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**Employment:** Full Time

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**Date:** May 2019

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### Overall Impact Statement

The function of an Operations Specialist is to assist in the design, deliver, support and maintenance of all Velocity's Consumer Partnerships. Identifies and maps all operational processes, measures and analyses performance.

The role requires effective relationship management across a number of internal and external stakeholders and service providers to enable the successful delivery of projects and enhancements. A high level of understanding of the system solutions and processes employed is also required to ensure support for the bigger picture and the future direction of the Velocity program.

#### Consumer Operations Specialist:

- Liaise with internal Commercial partnership team to ensure successful implementation of new partners
- Liaise with internal IT teams to assist in the delivery of new projects and initiatives
- Provide support and service recovery expertise to our internal and external stakeholders.

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- Support, educate and liaise with other departments around trends and highly exposed topics, to develop and improve overall areas of customer satisfaction.
  - Key representation for partner operational escalations
  - Ensure internal processes are up to date.

## Organisation Context

Velocity Frequent Flyer is the award -winning loyalty program of Virgin Australia, providing members with many easy ways to earn Velocity Points both at home and around the world to enjoy fantastic rewards sooner! Our people make it happen here at Velocity, and it is all about your engagement ability, technical expertise, ideas, and willingness to bring a fresh perspective to the way we do things. At the core of our journey is our Transformation Program – linking our business mission and to our technology strategy. Currently we're going through a ground breaking transformation with a renewed focus on our digital presence and member experience; aiming to be Australia's most loved loyalty program.

Virgin Australia Group is a major Australian airline group which includes Tigerair and 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 10,000 team members 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, 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

### Customer

- Develop and manage relationships internally within Velocity including the Commercial Partnerships teams, Call Centre and Velocity Membership Services
- Build and maintain relationships with relevant external vendors.
- Coordinate internal and external service providers to deliver priority projects and enhancements that support Velocity's strategy and longer-term goal.
- Coordinate and liaise with service providers in relation to production support issues, participating in problem solving and triage to ensure resolution in a timely manner.
- Maintain day to day relationships with relevant service providers as well as with internal departments, including Information Services, Loyalty Platform Management team, eCommerce, Guest Contact Centre to ensure smooth transition and implementation

### Financial

- Budget management including overall Business team, section and project specific budgets.
- Adhere to all internal finance processes.
- Includes timely raising and receipting of purchase orders, processing invoices and completion of budget trackers.

## Operational

- Working with the Velocity team, translate commercial and strategic objectives into practical process and application solutions.
- Participate in the analysis and documentation of commercial and strategic objectives as they relate to solution design, delivery or development.
- Manage and lead the timely delivery of enhancements to the program.
- Manage the collation and prioritisation of all change requests as relevant.
- Development and management of effective reporting tools for the business.
- Perform UAT when required on new or enhanced systems or solutions.
- Play a key role in the design, support and ongoing maintenance of Velocity's commercial partnership earn, redemption, member benefits, recognition and account activity operational platforms including; Crane, Velocity's Reward Store
- Work closely with IS and relevant Business teams to resolve production issues or defects.
- Manage input from internal and external sources to understand key improvements to processes and solutions and develop concepts into business requirements.
- Analyse key findings and make recommendations for changes or improvements to the Velocity management team.

## Safety

- Actively support the Virgin Australia Safety Culture and safety reporting processes.
- Complete all mandatory safety training.
- Champion the Virgin Australia Safety Management System to all employees.

## People

- Complete Individual KPI Score Cards and attend performance appraisal meetings
- Participate in team engagement initiatives Attend department meetings as required.
- Drive and improve team engagement, fostering a positive, supportive, collaborative and proactive work culture.
- Work collaboratively with the wider Velocity team to drive and achieve outcomes focused on capability and business growth.

## Key Requirements

### Essential

#### Knowledge

- Ability to concisely document requirements/ details.
- Proven attention to detail.
- Strong interpersonal, verbal reasoning and analytical skills.
- Proven operations and functional understanding and knowledge.
- Strong communication and presentation skills.
- Detailed understanding of Loyalty programs and concepts.
- Understanding of account security principles

### Desirable

- Proven track record of solution design and analysis relating to loyalty or other customer recognition systems and websites.
- Tertiary Degree or similar in related discipline.
- Understanding of the Airline industry.
- Understanding of API's

## **Skills and Abilities**

- Strong analytical skills to diagnose issues, identify trends, perform root cause analysis and articulate problem scope.
- Excellent verbal communication skills and the ability to articulate across a range of business functions.
- Excellent administration skills and accuracy.
- Ability to be autonomous and confident in making decisions.
- Effective management of self-reaction to difficult customer discussions and situations
- Have a high level of emotional intelligence.

## **Experience**

- Proven experience of liaising with difficult customers through verbal conversation.
- Proven experience in turning complex situations into positive outcomes.
- Proven experience in providing feedback and performing quality checks on written correspondence.
- Moderate level of Microsoft Office based pc skills. (Word, Excel, PowerPoint, Outlook).
- Proven commitment to high levels of service standards, Initiatives, and personal drive track record in a high-volume customer focused service environment.
- Loyalty systems experience.
- User Acceptance testing experience or background.
- Business Analyst experience.
- Previous experience working Crane or other major loyalty platforms and reward store
- Previous experience working with airline loyalty programs
- Previous experience working within loyalty fraud and risk management
- Previous experience working with Campaign Management platforms
- Previous experience managing a reporting or data services function
- Experience in working across multiple time zones with vendors and partner airlines

## Virgin Australia Leadership Standards

| Standard            | Level 1 Behavioural Descriptors  |
|---------------------|--|
| Passionately VA     | <ul style="list-style-type: none"> <li>Displays a passion for delighting both internal and external customers</li> <li>Seeks to understand customer needs by actively listening to their thoughts and concerns</li> <li>Embraces diversity and is responsive to different experiences, perspectives, values and beliefs</li> <li>Is curious and continuously looks for ways to learn and improve</li> <li>Knows, understands and follows standard operating procedures</li> <li>Is authentic and honest, can admit to making mistakes</li> </ul> |
| Desire to be Better | <ul style="list-style-type: none"> <li>Strives to improve experiences for internal and external customers</li> <li>Has a curious mind towards identifying opportunities and finding ways to be better</li> <li>Demonstrates a high level of personal motivation to learn and develop</li> <li>Resourceful and creative with coming up with solutions</li> <li>Identifies and contributes ideas for improvement</li> <li>Identifies, addresses and reports safety hazards</li> </ul>  |
| Collaborates        | <ul style="list-style-type: none"> <li>Displays passion for sharing knowledge and ideas</li> <li>Voices opinions and new ideas freely</li> <li>Respects differences and seeks to understand diverse perspectives</li> <li>Works constructively in and across teams, viewing every interaction as an opportunity to collaborate</li> <li>Is curious and open-minded to new ideas, perspectives and approaches</li> <li>Clarifies own understanding and embraces alternate view</li> <li>Challenges behaviours that compromise safety</li> </ul>   |
| Inspires Team       | <ul style="list-style-type: none"> <li>Welcomes change and remains positive in the face of ambiguity</li> <li>Seeks information to understand change and impacts</li> <li>Demonstrates a change mindset, flexibility and openness</li> <li>Understands the need for VA Group to be innovative and drive business improvement</li> <li>Seeks to understand Virgin Australia's strategy and how they can contribute</li> <li>Demonstrates forward-thinking and awareness of immediate consequences of actions ensuring safe outcomes</li> </ul>    |
| Creates Future      | <ul style="list-style-type: none"> <li>Welcomes change and remains positive in the face of ambiguity</li> <li>Seeks information to understand change and impacts</li> <li>Demonstrates a change mindset, flexibility and openness</li> <li>Understands the need for VA Group to be innovative and drive business improvement</li> <li>Seeks to understand Virgin Australia's strategy and how they can contribute</li> <li>Demonstrates forward-thinking and awareness of immediate consequences of actions ensuring safe outcomes</li> </ul>    |
| Drives Results      | <ul style="list-style-type: none"> <li>Plans work to deliver within expected timeframes</li> <li>Shows energy, enthusiasm and initiative for achieving own goals</li> <li>Follows through on commitments to both internal and external customers</li> <li>Seeks guidance and support to address obstacles and achieve set goals</li> <li>Integrates feedback and takes responsibility for achieving own goals</li> <li>Delivers outcomes within standards operating procedures</li> </ul>  |