



## Position Snapshot

<b>Position Title:</b>	Business Development Specialist
<b>Business/Division/Department:</b>	Velocity Frequent Flyer / Business Development
<b>Location:</b>	Sydney Grosvenor Place
<b>Reports to:</b>	Head of Business Development
<b>Direct reports:</b>	0
<b>Date:</b>	September 2018

## Overall Impact Statement

The Business Development Manager is a key commercial role accountable for developing a quality pipeline of partner prospects within industry categories appealing to our membership base, and converting prospects into revenue generating partnerships.

The Business Development Manager is responsible for the delivery of commercially successful partnerships into the Velocity Frequent Flyer loyalty program by managing both internal and external stakeholder at all levels through the sales and partnerships delivery lifecycle.

With a strong focus on utilising data analytics and formulating marketing research projects to deliver strategic partnerships across all key market verticals, this role is accountable for achieving business including; maintenance of a quality pipeline, new partner signings, realised new business revenue, and customer engagement in new partners.



## 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.

Velocity Frequent Flyer, the award-winning loyalty program of Virgin Australia, is in an exciting phase of growth with more than 8 million members. Velocity's global network of partners offers its members easy ways to earn and spend Velocity Points at home and around the world, including on flights to more than 600 global destinations.

## Key Accountabilities

**Lead the end-to-end sales process** with target prospects from identification and approach to initial pitch, negotiating and closing the deal and managing the partner launch project to critical deadlines.

**Adopt a consultative selling approach** that seeks to understand the objective and needs of prospects, and translates that into a mutually beneficial partnership strategy

**Effectively network, coordinate and communicate** across line of business (including Virgin Australia) in the development of partnership value story articulation and pitch

**Leverage the data and insights**, including the Velocity partner value story to recommend a strong value proposition to enable delivery on strategic drivers.

**Develop financial models and commercial business cases** that generate incremental revenue, drive customer loyalty, and increase brand awareness

**Manage contract negotiations** in consultation with legal teams ensuring that commercial terms are reviewed, managed and maximised.

**Delivery of successful partnerships** into the Velocity loyalty program by managing both internal and external stakeholder at all levels through the sales and partnerships delivery lifecycle.

**Collaborate with internal and external stakeholder's** establishing strong and effective relationships at all levels

**Identify, Research and monitor opportunities** and leads from the identified key market verticals and add to the business development pipeline



## Key Requirements

Essential	Desirable
<p>5+ year experience in loyalty (card, retail or travel) in a commercial sales or marketing role</p> <p>Proven track record in helping to achieve significant financial targets and individual/team KPIs</p> <p>Significant experience building robust, strong business cases and commercial modelling</p> <p>Commercial acumen to critically analyse opportunities and business context</p> <p>Exceptional presentation skills pitching to all levels within a business including C-Suite</p> <p>Strong negotiation skills to navigate through stakeholder relationships and partner negotiations</p> <p>Ability to exercise good judgement under pressure, and make timely decisions</p> <p>Strategic thinker with a combination of excellent conceptual and analytic abilities, along with creativity and judgment.</p> <p>Strong written, numerical and problem-solving skills</p> <p>Strong digital and data literacy, experience leveraging digital channels to strengthen partner value</p> <p>Excellent interpersonal working across a multi-functional team</p> <p>Advanced experience with use of Microsoft Excel and Power Point</p>	<p>2+ years experience in either a project management role or lead SME on projects within a commercial environment</p> <p>Experience using a CRM sales tool; Salesforce experience would be highly regarded</p> <p>Experience drafting legal contracts</p> <p>Experience in or exposure to IT Operations and terminologies</p> <p>Experience in creating and managing budgets</p> <p>Experience in developing value propositions</p> <p>Experience in Product Management</p>



## Competencies

Role Competency Requirements	
Competency Name	Behavioural Descriptors
<b>Delight Customers</b>	<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>
<b>Communicate and Engage</b>	<p>Engages with others, clearly conveying information and facts</p> <p>Participates in 2-way conversations, listening and discussing issues credibly and thoughtfully</p> <p>Clarifies own understanding and embraces alternate views</p>
<b>Connect and Partner</b>	<p>Works constructively in and across teams, viewing every interaction as an opportunity to collaborate</p> <p>Displays passion for sharing knowledge and ideas</p> <p>Informs team about work and progress</p>
<b>Embrace Change</b>	<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>
<b>Innovate and Improve</b>	<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>



<b>Diversity of Thinking</b>	<p>Encourages others to bring whole self to work and contribute freely to support creativity and understanding of customers and stakeholders</p> <p>Builds empathy and understanding of different people, integrating diverse perspectives into approaches and outcomes</p> <p>Expresses own point of view and challenges basic assumptions</p>
<b>Strategy and Direction</b>	<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>
<b>Drive Business Outcomes</b>	<p>Demonstrates persistence and perseverance in the face of obstacles</p> <p>Shows personal accountability for achievement of job-specific outcomes</p> <p>Recognises the implication of organisational issues, identifying potential impact on achievement of own and team goals</p> <p>Identifies the processes, tasks and resources required to achieve an outcome and plans accordingly</p>
<b>Motivate Self and Others</b>	<p>Seeks and provides feedback and opportunities to learn, valuing contribution of self and others</p> <p>Promotes and encourages excellence, growth and autonomy in self and others</p> <p>Applies learning from previous experiences to improve future approaches and solutions</p>

