**Virgin Australia
Role Description Template**

Position Snapshot

Position Title:	Experience Optimisation Analyst
Business/Division/Department:	Velocity Frequent Flyer / Marketing / Customer Experience Delivery
Location:	Sydney Grosvenor Place
Reports to:	Leader, Technical
Direct reports:	0
Date:	November 2018

Overall Impact Statement

The Experience Optimisation Analyst works within Velocity's customer experience delivery function to develop, deliver and optimise highly personalised, cross-channel, content-led experiences across our inbound channels that delight and engage Velocity members, maximise their value and directly drive revenue and profit growth.

Working within the customer experience delivery stream, this role will make use of best-in-class technology to deliver and optimise cross-channel experiences and personalisation activities through Adobe Target, leveraging the Adobe Experience cloud for audience creation, analytics and content delivery

This role will work closely with our digital and CRM analysts to align inbound and outbound member experiences, focussing on robust data to deliver the right content, at the right time, through the most appropriate channel for our members

The role will be responsible for developing internal processes focussing on best practice guidleines for experience delivery and using these processes to continuously innovate delivery methods and campaign activities

The role will also provide consultative input for cross-channel initiatives that further establishes personalisation across our inbound channels (web and app) within all marketing activity

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 and now has nearly 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

Working within Velocity's Customer Experience Delivery function to **develop, deliver** and **optimise** hyper-personalised experiences, grounded by data, research and insights within Adobe Target

Collaborate with stakeholders to **enhance** and **optimise** personalisation opportunities across inbound channels recommending best practice methods to deliver campaign objectives

Integrate new capabilities within Adobe Target to deliver enhanced member experiences across our inbound channels

Collaborate with product managers across both web and app to identify opportunities to deliver personalisation at scale

Collaborate within agile, virtual, cross-functional teams delivering CRM and CX initiatives

Consult with stakeholders for cross-channel initiatives that further establishes personalisation across our inbound chanels (web and app) within all marketing activity

Analyse audience trends within Adobe analytics to provide new personalisation opportunties across the partner offerings

Report and **communicate** to stakeholders on experience delivery and performance, providing ideas and optimisations to existing and future activities

Monitor and **Evaluate** Adobe Target activities created, providing recommendations on enhancements and improvements to deliver enhanced member experience and conversion

Key Requirements

Essential	Desirable
Tertiary degree in business, marketing, technology or a related discipline	Knowledge of airline loyalty/frequent flyer industries
Proficiency in HTML and CSS	Experience in using marketing technologies such as the Adobe or Oracle Marketing Cloud
Proficiency with JavaScript and jQuery	Exposure to project management principles and methods
Knowledge and understanding of CSS and JavaScript Frameworks such as Bootstrap or AngularJS	Demonstrated understanding of business process management principles and experience in implementing and improving business processes
Knowledge and understanding of CSS Preprocessors such as Sass, LESS or Stylus	Post-graduate qualification
Experience in Version Control software	Project management skills
Knowledge and understanding of responsive design principles and how to implement them within coding	Exposure to agile and lean project methodologies
Experience in testing methods for web-development - functional testing and unit testing	Experience implementing new marketing technologies and channels
Knowledge and understanding of Browser Developer Tools such as the JS console	Experience in working with sophisticated data science teams and capabilities
Knowledge and understanding of building and automation tools and web performance such as image optimisation, minifying CSS and JavaScript	Experience in a consulting environment
Knowledge and understanding of command line/Graphic user interfaces	

Competencies

Role Competency Requirements	
Competency Name	**Behavioural Descriptors**
Delight Customers	Initiates customer centric solutions Seeks to enhance customer experiences and improve outcomes Seeks and identifies opportunities to surprise and delight customers (internal and external) Supports digital transformation initiatives and understands how they can improve processes and customer interactions
Communicate and Engage	Facilitates interactive discussions, actively listening and reaching agreement through flexibility and compromise Builds rapport and proactively strengthens connections with others Tailors messages for maximum impact Leverages different mediums to present information and ideas
Connect and Partner	Builds trusting, cooperative partnerships, supporting others in challenging situations Embraces collaboration and connection beyond organisation boundaries Actively seeks opportunities to partner with others to achieve extraordinary outcomes Checks and aligns own work with team goals
Embrace Change	Demonstrates hunger for change, is comfortable with being uncomfortable Engages with others and demonstrates empathy and caring in the face of change Prepares for change, seeking opportunities to contribute to change initiatives Adopts an open-minded approach, anticipating the immediate impacts of change and enabling an agile response
Innovate and Improve	Seeks ways to continuously improve and empowers others to challenge the status quo Thinks laterally and finds ways to achieve extraordinary outcomes Monitors trends and ideas and shares insights to add value Pushes barriers, displaying persistence, even in the face of failure Leverages data analytics through digital platforms to generate insights on customer experience, business performance and risks

Diversity of Thinking	Encourages others to bring whole self to work and contribute freely to support creativity and understanding of customers and stakeholders
	Builds empathy and understanding of different people, integrating diverse perspectives into approaches and outcomes
	Expresses own point of view and challenges basic assumptions
Strategy and Direction	Achieves objectives within own job area to deliver results aligned to the Group's strategy
	Promotes team understanding of Group's purpose and strategy and contribution of work to the Group's direction
	Considers whether short term goals support long term objectives
Drive Business Outcomes	Demonstrates persistence and perseverance in the face of obstacles
	Shows personal accountability for achievement of job-specific outcomes
	Recognises the implication of organisational issues, identifying potential impact on achievement of own and team goals
	Identifies the processes, tasks and resources required to achieve an outcome and plans accordingly
Motivate Self and Others	Coaches and mentors others, facilitating their development and encouraging initiative and action that contributes to Group's outcomes
	Proactively seeks and reflects on feedback to identify development opportunities
	Instils confidence in self and others to embrace challenges and opportunities, recognising and celebrating successes
Digital Capability	Seeks ways to leverage digital transformation initiatives to improve the way of working and customer interactions
	Advocates for digitally enabled technology to delight current customers and reach new customers
	Leverages data through digital platforms to generate insights on customer experience, business performance and risks
	Builds awareness about risks exposure through digital platforms (cyber security) and measures to prevent them