



Position Snapshot

Position Title:	Leader, Financial Services Marketing
Business/Division/Department:	Velocity Frequent Flyer / Customer Loyalty Marketing
Location:	Sydney Grosvenor Place
Reports to:	Head of Customer Loyalty Marketing
Direct reports:	2
Date:	February 2019

Overall Impact Statement

The Leader, Financial Services Marketing is responsible for the creating the overall marketing strategy and its delivery for our financial services partners, and doing it all with sense of optimism and purpose.

This role works collaboratively with both our commercial partnership team and Velocity Frequent Flyer in creating marketing programs that are continually being enhanced and driving value for our partners and members.

This is a leadership role, that will rely on expertise in financial services marketing, CRM best practice, budget skills, change management and team leadership.



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 over 9.5 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

Marketing strategy development for all of our Financial Services partners (Direct Earn Credit Cards, Indirect Credit Cards, Insurance, and Home Loans) working in collaboration with our commercial team and Velocity Partners

Regular meeting with Velocity Financial Services partners to build rapport and understand how Velocity can be supporting their business problems with marketing programs

Oversee the delivery of all Financial Services marketing (you will need to get your hands dirty too) including regular emails, CRM programs, digital enhancements and major through the line campaigns (some agency management).

Continually evaluate marketing programs to understand ROI and develop strategies to enhance

Budget magement

Team leadership - an inspirational approach managing through change





Key Requirements

Essential	Desirable
<p>Tertiary degree in business, marketing, communications or a related discipline</p> <p>Financial Services Industry experience</p> <p>Demonstrated understanding of data-driven marketing and loyalty marketing strategies and techniques</p> <p>Experience in leading, planning and optimising integrated marketing campaigns; CRM and lifecycle marketing experience. Experience in campaign management and project initiation.</p> <p>Experience in driving great outcomes with partners ; commercial acumen and a confident/persuasive presenter at all levels of an organisation</p> <p>Leadership experience through change</p> <p>Problem solver</p> <p>Ability to critically analyse marketing programs and their effectiveness, and course correct at pace</p>	<p>Experience in marketing process re-engineering</p> <p>Working with campaign management tools in complex environments</p> <p>Knowledge of airline loyalty/frequent flyer</p> <p>Understanding of digital marketing tools (ie Adobe Analytics)</p> <p>Experience in bringing the best out of sophisticated data science teams and capabilities</p>



Competencies

Role Competency Requirements	
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>Manages communications, enabling interactive discussion and compromise</p> <p>Negotiates operational and tactical outcomes</p> <p>Influences direction and purpose, communicating strategic and critical concepts to create buy-in</p> <p>Demonstrates a concerted effort to inspire team members to achieve outcomes</p> <p>Facilitates accessible, agile communication across Group in line with evolving stakeholder preferences</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>Analyses and significantly improves existing products, systems and processes</p> <p>Overcomes complex problems, integrating multiple sources of information</p> <p>Drives a culture of innovation, breaking the fear of failure</p> <p>Leverages break through thinking to find new ways that add value</p> <p>Advocates for the use of digitally enabled analytics and insights in decision making</p>



Diversity of Thinking	<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>
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>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>
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>

