

Partnerships Marketing Advisor

Level	1	Location	SYD
Department	Marketing	Division	Marketing
Group	Brand & Customer Experience	Direct Reports	0
Reports to	Marketing Leader, Partnerships and Events	Manager once removed (MOR)	Head of Consumer & Partner Marketing
Created	October 2018	Updated	October 2018

Goals

My Role:	The Marketing Advisor, Partnerships and Events role is tasked with managing sections of the partnership and event marketing team portfolio. This includes support with and contribution to strategic plans along with development and management of integrated marketing communication plans for Virgin Australia. Areas of focus will be within, partnership and event marketing programs for the brand across domestic and international operations direct to consumers and the trade.
My Department:	The Virgin Australia Marketing team is consumer-centric, putting the consumer at the heart of everything they do. Virgin Australia's brand vision is to re-invent the flying experience, and the Marketing team's core strategy is the rigorous prioritisation and amplification of 'innovations and services' that truly personify this positioning. The Virgin Australia marketing team is a world-class team that strives to find a better way, makes bold decisions, and is proactive at all times. We strive for clear communication by "having the conversation" in the right way, at the right time, with the right person, and we believe in proactive growth and development for all team members.

The Virgin Vision 2018

Virgin Australia's objective is to be Australia's favourite airline group, and an effective competitor in all market segments.

Expertise

	Must have / will develop	Great to have
Knowledge	<ul style="list-style-type: none"> Advanced knowledge of integrated marketing communications and campaign management Strong understanding of project management Commercial acumen Strong understanding of creative & media agency processes 	<ul style="list-style-type: none"> Knowledge of the travel / tourism / aviation industries Understanding of large, complex organisations Understanding of the sponsorship industry specifically within Sport and Entertainment industries.
Qualifications	<ul style="list-style-type: none"> Tertiary qualification in Marketing/Communications or related discipline 	<ul style="list-style-type: none"> Post graduate qualifications
Skills	<ul style="list-style-type: none"> Strategic and analytical skills Demonstrated ability to build & 	<ul style="list-style-type: none"> Negotiation skills People management

	Must have / will develop	Great to have
	<ul style="list-style-type: none"> manage relationships with internal and external stakeholders Exceptional time management & efficiency Motivation, drive, energy and an ability to stay positive under pressure Demonstrated ability to run marketing campaigns and project teams Project implementation (including timings, budget and production) Ability to identify key priorities, multi-task and escalate High level of Microsoft Office suite application skills Strong attention to detail 	<ul style="list-style-type: none"> Confidence dealing with senior management A sense of ownership
Experience	<ul style="list-style-type: none"> Minimum 4+ years' experience in a fast-paced marketing environment Experience within a commercially focused environment Previous experience multi-tasking and managing competing priorities Campaign management experience through a variety of channels and mediums Proven ability to build and maintain effective stakeholder engagement 	<ul style="list-style-type: none"> Media, Sponsorship or creative agency background Travel / tourism / Sport / Entertainment / aviation industry experience Category management

Key Accountabilities

Accountability	Major activities	Performance Indicators
1. Partnership marketing strategy & planning	<ul style="list-style-type: none"> Contribution to marketing planning sessions Conduct marketing reviews as required Formulate strong strategic recommendations 	<ul style="list-style-type: none"> Successful planning sessions completed with strategic input provided Accurate strategic recommendations completed Feedback from key stakeholders
2. Ownership of external partnership development and relationship management	<ul style="list-style-type: none"> Be the day-to-day owner of strong working relationships with partners, including sponsor partner teams and other ad hoc partners Input into partner engagement and joint marketing plans 	<ul style="list-style-type: none"> Feedback from key stakeholder authorities Marketing plans developed and implemented
3. Manage effective and compliant	Contribute to the development and	<ul style="list-style-type: none"> Effective development and

Accountability	Major activities	Performance Indicators
marketing communications programs focusing on leveraging partnership associations	implementation of: <ul style="list-style-type: none"> • Large scale, multi-faceted integrated communications plans • Campaign briefs (creative & media) • Campaign production and implementation, above and below the line • Complete timing and budget management • KPI setting and post-campaign reporting • Legal compliance • Provide support to the Marketing Leader as required 	implementation of integrated marketing communications programs <ul style="list-style-type: none"> • Projects produced on time and on budget • Feedback from creative & media agencies • Feedback from internal & external stakeholders and partners • KPI's set and post-campaign reporting completed in a timely manner • Campaign objectives met • Formal legal approvals
4. Manage relationships with key Virgin Australia departments focused on Partnership leverage opportunity	<ul style="list-style-type: none"> • Own relationships with internal departments including (but not limited to) E-commerce, Sales, Sponsorships, Virgin Australia Holidays, Revenue Management, Alliances, Public Affairs & Velocity Frequent Flyer • Includes developing strong relationships, attending regular meetings, running education sessions and completing ad hoc marketing requests • Champion the partner consumer internally (ie fans / stakeholders / enthusiasts) 	<ul style="list-style-type: none"> • Feedback from internal departments
5. Ad hoc projects and BAU support	<ul style="list-style-type: none"> • Contribute to cross-functional marketing team projects • Support of 'Business as usual' requests from internal stakeholders to Brand Enquiries • Develop in-depth knowledge of commercial performance of the airline and associated partners • Develop in-depth knowledge of leisure and corporate travel trends for domestic, short-haul and long-haul • Instigate or contribute to research initiatives 	<ul style="list-style-type: none"> • Opportunities created for successful cross-functional projects • Successful completion of BAU work • Timely and accurate implementation of research projects and circulation of results and insights
6. Leadership	<ul style="list-style-type: none"> • Drive and improve team engagement • Conduct regular team meetings • Drive and develop strong relationships with internal 	<ul style="list-style-type: none"> • An engaged, motivated, high performing team with a high level of staff retention. Measured through annual engagement surveys.

Accountability	Major activities	Performance Indicators
	departments including (but not limited to) E-Commerce, Sales, Sponsorships, Virgin Australia Holidays, Revenue Management, Alliances, Public Affairs and Velocity	<ul style="list-style-type: none"> Marketing plans developed and implemented Feedback from internal departments Consistency of campaigns and communications to market
7. Budget management	<ul style="list-style-type: none"> Monitor and manage campaign budget as allocated Adhere to all internal finance processes Includes timely raising and receipting of purchase orders, processing invoices and completion of budget trackers 	<ul style="list-style-type: none"> All projects/work delivered within agreed budget Budget process and trackers kept up to date and accurate at all times Feedback from the overall budget manager

Competencies are relevant to every Virgin Australia team member. Please refer to the Virgin Australia Behavioural Guide for further detail specific to your position.

- Continuous Improvement and Strategic Focus
- Critical Thinking and Analysis
- Organisational and Social Commitment
- People and Leadership
- Personal Awareness and Effectiveness
- Service Delivery
- Vivacity
- Legal compliance

Key Interactions

Internal	All departments including the Marketing team, Public Affairs, Alliances, Network Planning, Revenue Management, Ecommerce, Velocity, Virgin Australia Holidays, Sales, Legal, Airports, Finance, Facilities & People
External	Tourism partners (domestic & international), airline alliance partners (inbound & outbound), strategic, advertising and media agencies, publishing companies, market research agencies, print suppliers, various other sponsor and partner organisations/prospective suppliers

Major Challenges

<ul style="list-style-type: none"> Managing the many different tasks, projects and responsibilities and being able to prioritise workload to achieve best results possible Understanding and managing investment priorities generated by the partnership opportunity versus the total budget available. Striking the balance through determining the opportunity without over investment.

Our Expectations

You are expected:

1. To be the ultimate Virgin Australia ambassador through living, breathing and promoting the Virgin Australia Values – Caring, Excellence, Individuality, Resourcefulness, Innovation, Enthusiasm and Integrity.
2. To demonstrate our Leadership Behaviours; Act with integrity, Be decisive, Act quickly, Listen to Guests and team members and Take responsibility.
3. To comply with and actively support all position, department and company policy and procedures
4. To be a team player – supporting a one in all in approach and a first to know, best to deal with
5. To demonstrate our Safety First philosophy – First to find, first to fix! Ensuring that you keep our workplace fair and safe – free of all forms of discrimination and harassment and free from injury and incident.
6. To engage the very best of your personality and enthusiasm and create memorable, positive and fun experiences for all.

Sign Off

I have read and understand the requirements of this position. I agree to consult with my Manager or Leader should I not understand the key accountabilities or expectations of me. I will carry out the position to the best of my ability and understand I must meet required performance standards and targets. I accept the responsibilities of the position as outlined above.

I understand the position description for my role is constantly evolving, based on emerging priorities and shifts in organisational and department needs, and therefore will be updated from time to time.

Team member name:	Signature:	Date:
Manager/Leader's Name:	Signature:	Date: