Position Snapshot

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| **Position Title:** | Partnership Executive, Financial Service Partnerships |
| **Business/Division/Department:** | Commercial – Financial Services |
| **Location:** | Sydney Grosvenor Place |
| **Reports to:** | Head of Financial Service Partnerships |
| **Direct reports:** | NIL |
| **Date:** | 25 September 2019 |

Overall Impact Statement

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| We are looking for an energetic and experienced commercially minded executive to join the Velocity Frequent Flyer Financial Services Partnership team.  The Partnership Executive role is responsible and accountable for:   * Partner relationship management including being the key point of contact and escalation; and managing the overall partner communications, the administration processes on a day to day basis, and monitoring of performance. * Marketing operations including campaign planning, developing campaign briefs, data analysis, reporting and delivery of all marketing executions * Partner operations by ensuring that all functionality is delivering as expected and managing appropriate escalations and briefs as needed * Supporting members of the Financial Service Partnership management team on aspects of the new business process from identification of prospects, value story creation, commercial solution development, and pipeline administration.   This position will report to the Head of Financial Service Partnerships. |

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.

Velocity Frequent Flyer is the award-winning loyalty program of Virgin Australia. Our vision is to become ‘Australia’s most loved loyalty program’ enabling members to engage and transact with our program through multiple channels every day. With over 9.5 million members and counting we are focused on transforming loyalty and we continue to lead the way with game changing initiatives.

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 meet; 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

| Accountability/Activities | |
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|  | Develop and manage the campaign processes including:   * Campaign initiation and planning, campaign briefs, data analysis, reporting and delivery of marketing executions with support from marketing teams. * Deliver relevant timely content to our partners through regular reviews and updates to our website and various partner channels. * Internal stakeholder engagement (marketing, legal, operations, data), * Campaign business case development. |
|  | Manage aspects of **relationship management** with partners including key point of contact on day to day delivery matters.   * Proactively address partner feedback and build on opportunities improve. * Assist Partner Specialist and Manager in co-ordinating partner reviews including collating results on promotions and general partner performance |
|  | Supporting the coordination of various aspects of the **identifying and acquiring new financial service partners** including;   * Support prospect identification and lead generation in key industry segments, with leading and emerging brands across new and traditional financial service providers * Contributing to the development of innovative and bespoke commercial solutions for prospective new partnership that create member, partner and shareholder value. * Preparation and/or coordination of presentation materials for prospect meetings, including consolidation of content from other lines of business. * Maintenance of new business pipeline reporting on behalf of the Financial Services team to ensure all prospects are accurately reflected; negotiation phase, timing to delivery, and potential billings value, latest discussion and actions |
|  | **Partner administration and monitoring performance** including;   * Support our Finance team by reviewing and reconciling partner invoices and ensuring they are paid and processed in a timely manner. * Identify and manage any discrepancies or variances month on month and vs forecast. * Working with Finance, assist Specialist and Manager with financial modelling of partner initiatives. * Maintain partner contacts information & ensure partner matrix is current with relevant contract terms * Management of campaign performance reporting and results measurement |

Key Requirements

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| **Essential** | **Desirable** |
| **Knowledge/qualifications**   * Understanding of campaign management process and objectives. * Demonstrable knowledge of direct marketing or commercial sales principles * Tertiary Business Degree or similar in a related discipline.   **Skills**   * Excellent presentation preparation skills * Consultative Selling Skills: skilled at building rapport, understand partner’s needs, present solutions, and handling objections * Demonstrable account and relationship management skills. * Innovative thinking: Displays original thinking and creativity. Meets challenges with resourcefulness. Generates suggestions for improving work. Develops innovative approaches and ideas. * Team player. Innovative thinker. Comfortable piloting new ideas and challenging ways of thinking. * Stakeholder engagement and inter-personal skills with the ability to liaise effectively with multiple stakeholders including partners and more senior internal leaders   **Experience**   * Solid understandings of data based / direct marketing. * A minimum of 3 years’ experience in a commercial sales or marketing delivery * Data literacy and analytical skills. Excel proficient and able to develop forecasts and business cases. | * Commercial experience in credit cards, consumer banking or consumer loyalty environment * Project Management experience to lead new programs of work * Negotiation skills to navigate through stakeholder relationships and contracts * Experience at launching new partners/clients * Experience managing contracts and contract negotiations. * Sales Activity Planning: demonstrated ability to plan and execute lead selling activities that will drive achievement of sales targets. * Direct account or partnership management experience either in an agency, commercial, business development or loyalty role. * Specific understanding of airline frequent flyer programs. |