



Position Snapshot

Position Title:	Marketing Advisor - Airline
Business/Division/Department:	Velocity Frequent Flyer/Marketing/Customer Loyalty team
Location:	Sydney Grosvenor Place
Reports to:	Marketing Specialist
Direct reports:	0
Date:	April 2019

Overall Impact Statement

The Marketing Advisor – Airline will join the Customer Loyalty Team, focussing on delivering Velocity's revenue generating marketing campaigns.

Your role will lead the implementation of the Velocity Airline Marketing Strategy in addition to supporting day to day requirements and ongoing airline partner maintenance. You'll be responsible for end to end campaign delivery of complex and inspiring data led direct marketing campaigns, encompassing EDM, website content, paid media and owned channel optimisations.



Organisation Context

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 million members and counting we are focused on transforming loyalty and we continue to lead the way with game changing initiatives.

Velocity team members are part of the Virgin Australia Group who employ 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.

Key Accountabilities

- Work closely with the Marketing Specialist – Airline to create customer-centric communications that deliver on pre-defined campaign objectives
- End to end campaign management including writing marketing copy for emails, SMS, web pages, Paid Media.
- Ideation and delivery of highly-personalised communications that use variable content to target messages to recipients
- Integrate insights and learning into campaign planning
- Managing stakeholder feedback and approvals including legal
- Preparation of flawless Campaign Briefs including variable copy, URL links and tags, image references etc.
- Attend all required briefing sessions with other areas of the business
- Anticipate and proactively manage obstacles, opportunities or issues
- Manage agencies and marketing budgets where required
- Provide support for ADHOC airline marketing requests



Key Requirements

Essential	Desirable
<ul style="list-style-type: none"> • A sound understanding of data-driven, digital marketing and marketing automation techniques • Experience in a digital marketing role, preferably in eDM or direct channels • Agility and confidence to work on multiple campaigns in an ever changing and fast paced commercial environment • Ability to take initiative rather than wait for direction • Ability to co-ordinate and mobilise multiple parties to achieve a goal • Ability to critically assess marketing concepts and messaging • Ability to take a campaign from brief to execution • Strong attention-to-detail • Ability to follow and improve processes • Proactively develop and maintain a career plan • Maintain focus on development areas and proactively seek support from your leadership team to pursue these • Excellent time management and organisational skills • Strong stakeholder management skills • Ability to actively contribute to brainstorming sessions • Experience managing and developing relationships with internal and external stakeholders • Experience getting the most out of agency partners 	<ul style="list-style-type: none"> • An understanding of loyalty marketing and the frequent flyer business • Previous experience in acquisition marketing • Previous experience of creating and optimising onboarding and triggered customer lifecycle programs • Experience briefing and managing digital media buys • Experience in using an email marketing application



Competencies

Role Competency Requirements	
Competency Name	Behavioural Descriptors
Delight Customers	<p>Initiates customer centric solutions</p> <p>Seeks to enhance customer experiences and improve outcomes</p> <p>Seeks and identifies opportunities to surprise and delight customers (internal and external)</p> <p>Supports digital transformation initiatives and understands how they can improve processes and customer interactions</p>
Communicate and Engage	<p>Facilitates interactive discussions, actively listening and reaching agreement through flexibility and compromise</p> <p>Builds rapport and proactively strengthens connections with others</p> <p>Tailors messages for maximum impact</p> <p>Leverages different mediums to present information and ideas</p>
Connect and Partner	<p>Builds trusting, cooperative partnerships, supporting others in challenging situations</p> <p>Embraces collaboration and connection beyond organisation boundaries</p> <p>Actively seeks opportunities to partner with others to achieve extraordinary outcomes</p> <p>Checks and aligns own work with team goals</p>
Embrace Change	<p>Embraces change, seeing it as an opportunity to drive business improvement</p> <p>Acts as a change advocate, sharing information and promoting change to others</p> <p>Displays resilience and flexibility, remaining focused on achieving outcomes</p>
Innovate and Improve	<p>Identifies and contributes ideas for improvement</p> <p>Is curious and open-minded to new ideas, perspectives and approaches</p> <p>Understands the need for Group to be innovative and drive business improvement</p> <p>Is curious about opportunities in data analytics to suggest improvements in processes</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>Delivers outcomes within standards and guidelines</p> <p>Understands Group's purpose and strategy and aligns own work</p> <p>Demonstrates forward-thinking and awareness of immediate consequences of actions</p>
Drive Business Outcomes	<p>Shows energy, enthusiasm and initiative for achieving goals</p> <p>Seeks guidance and support to address obstacles and achieve set goals</p> <p>Plans work to deliver within expected timeframes</p>
Motivate Self and Others	<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>

