



## Position Snapshot

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|--------------------------------------|---|
| <b>Position Title:</b>               | Marketing Advisor                                       |
| <b>Business/Division/Department:</b> | Velocity Frequent Flyer/Marketing/Customer Loyalty team |
| <b>Location:</b>                     | Sydney Grosvenor Place                                  |
| <b>Reports to:</b>                   | Marketing Specialist, Financial Services                |
| <b>Direct reports:</b>               | 0   |
| <b>Date:</b>                         | April 2019  |

## Overall Impact Statement

The role of Marketing Advisor will join the Financial Services marketing team - within Customer Loyalty Marketing this team is focussed on Velocity's revenue generating marketing campaigns. Your role will support Velocity's Financial Services vertical. You'll work with some of Australia's biggest brands and be responsible for end to end campaign delivery of inspiring and data led direct marketing campaigns - eDMs, website content, paid digital media and owned channels optimisation.



## 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 8 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

- Develop and execute integrated campaigns that showcase Velocity and entice members to engage and transact with key financial services partner brands (AMEX, Westpac, Virgin Money, Global Wallet). This includes developing campaign segmentation, copy and creative
- Work closely with the Campaign Analytics team to ensure marketing is targeted, relevant and effective
- Lead conversations with stakeholders to balance member experience and revenue goals
- Integrating insights and learning into campaign development
- Management of marketing budgets on a campaign level
- Provide support for delivery of ad hoc marketing communication requests



## Key Requirements

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



## Competencies

| Role Competency Requirements  |   |
|-------------------------------|---|
| Competency Name               | Behavioural Descriptors   |
| <b>Delight Customers</b>      | <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> |
| <b>Communicate and Engage</b> | <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>                             |
| <b>Connect and Partner</b>    | <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>                      |
| <b>Embrace Change</b>         | <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>  |
| <b>Innovate and Improve</b>   | <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>                        |



|                                 |   |
|---------------------------------|---|
| <b>Diversity of Thinking</b>    | <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> |
| <b>Strategy and Direction</b>   | <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>  |
| <b>Drive Business Outcomes</b>  | <p>Shows energy, enthusiasm and initiative for achieving goals</p> <p>Seeks guidance and support to address obstacles and achieve set goals</p> <p><b>Plans work to deliver within expected timeframes</b></p>  |
| <b>Motivate Self and Others</b> | <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>   |

