

Partnership Executive Financial Services

Location	Sydney		
Department	Financial Services	Division	Financial Services
Group	Velocity Frequent Flyer	Direct Reports	Nil
Reports to	Manager, Financial Services	Manager once removed (MOR)	Head of Financial Services

Role Summary

- The Partnership Executive role sits within the Velocity Financial Services Partnerships Team and is integral in ensuring that the program and partner achieves their business objectives and outcomes.
- The Partnership Executive is responsible and accountable for:
 - **Partnership Relationship Management** including being the key point of contact and escalation; and managing the overall partner communications and administration processes on a day to day basis.
 - **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.

Accountabilities and Key Metrics

Accountability	Major Activities	Key Metrics
1. Customer	<ul style="list-style-type: none"> • Develop strong collaborative relationships with Program Partners • Actively maintain knowledge of the market and assess opportunities and potential impacts to our partners/ customers. • Proactively engage our partners in decisions and offer recommendations/ solutions to create greater value. 	<ul style="list-style-type: none"> • Positive Partner feedback and timely resolution of any issues. • Presentation of solutions to partners that add value to Velocity and the partner.
2. Operational	<ul style="list-style-type: none"> • Take ownership of the end to end campaign management process including; <ul style="list-style-type: none"> - opportunity identification - image/copy/content sourcing from partners - Stakeholder engagement & management (marketing, legal, 	<ul style="list-style-type: none"> • Campaign accuracy • On time delivery of campaigns • Results measured and communicated • Campaign effectiveness • Feedback from memberships, marketing & operations teams • Partner & Customer feedback

Accountability	Major Activities	Key Metrics
	<p>operations, data etc.),</p> <ul style="list-style-type: none"> - development and creation of business case and briefs, - all stakeholder sign off - management of reporting and results measurement • Deliver relevant timely content to our partners through regular reviews and updates to our website and various partner channels. • Proactively address partner feedback and build on opportunities improve. • Assist Partner Manager & Specialist in co-ordinating partner reviews including collating results on promotions and general partner performance 	<p>and complaints resolution.</p> <ul style="list-style-type: none"> • Accuracy of overall partner marketing channels. • 100% signed contracts within expected timeframes.
3. People	<ul style="list-style-type: none"> • Actively contribute to and participate in team meetings. • Partner with internal teams to deliver campaigns on time and in the best interests of the partner/ member. • Take ownership and be accountable for individual development plan. • Make recommendations on campaign planning to deliver maximum benefit from the partnership. • Assist Partner Manager & Specialist with new Partner implementations. • Proactively address partner feedback and build on opportunities improve. • Assist Partner Manager in co-ordinating partner reviews including collating results on promotions and general partner performance. 	<ul style="list-style-type: none"> • Leader and above direct feedback and program performance • Partner feedback
4. Finance	<ul style="list-style-type: none"> • Maintain Partner contacts 	<ul style="list-style-type: none"> • Contribute to YOY growth in

Accountability	Major Activities	Key Metrics
	<p>information & ensure Partner Matrix is current with relevant contract terms.</p> <ul style="list-style-type: none"> • 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. 	<p>revenues and engagement across the portfolio.</p> <ul style="list-style-type: none"> • On time payment Invoices. • Accuracy of Partner Reporting reconciliation.
5. Continuous Improvement	<ul style="list-style-type: none"> • Continually look for ways we can improve and enhance the member experience take initiative to action improvements. • Undertake thorough campaign analysis review in partnership with our data teams and make recommendations for improvements and future initiatives. • Make recommendations on opportunities to improve our processes to achieve efficiency. • Assist in delivering innovative solutions to partner. • Identify opportunities for growth. • Pro-active self-education and awareness of industry changes and developments relevant to product or customer experience improvements. 	<ul style="list-style-type: none"> • Evidence of campaign review & analysis and improvements.
6. Safety	<ul style="list-style-type: none"> • Complete all mandatory safety training 	<ul style="list-style-type: none"> • 100% completion

Decision Making Authority

<ul style="list-style-type: none"> Resolution of partner and member issues Recommend campaign execution timings and target audience Execution of marketing plans for each partner. 	▪
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Expertise

	Must have	Great to have
Knowledge/qualifications	<ul style="list-style-type: none"> Understanding of campaign management process and objectives. Demonstrable knowledge of direct marketing principles Tertiary Business Degree or similar in a related discipline. 	<ul style="list-style-type: none"> Understanding and experience of back end Operational delivery processes. Understanding of financial services and loyalty industries. Specific understanding of airline frequent flyer programs.
Skills	<ul style="list-style-type: none"> Demonstrable account and relationship management skills. A strong interpersonal and verbal reasoning skill set. Excellent attention to detail and a solid communication / presentation capability. 	<ul style="list-style-type: none"> Solid commercial acumen. Strong data and analytical skills. Understanding of financial models
Experience	<ul style="list-style-type: none"> Solid understandings of data based / direct marketing. A proven 'can do' approach. A minimum 3 years' experience working as part of a team in an office environment preferably in a relevant marketing or commercial role. 	<ul style="list-style-type: none"> Direct account or partnership management experience either in an agency, commercial, business development or loyalty role. Direct marketing or database marketing experience. Understanding of creative & production process.

Key interactions

Internal	The Loyalty team including Marketing, Data and Operations as well as other Virgin Australia internal depts. such as Ecommerce and Legal etc.
External	Program Partners and selected program supplier where relevant and to a lesser extent relevant industry bodies