

Level	2B	Location	Virgin Village, Brisbane
Department	Revenue Management	Division	Alliances, Network and Yield
Group	Commercial	Direct reports	3-4
Reports to	Manager Pricing and Revenue Management Systems	Manager once removed	Head of Revenue Management
Created	December 2017	Updated	May 2018

Goals

Role	Lead the international pricing team in delivering business outcomes that keep Virgin Australia at the forefront of innovation and industry trends. Lead and drive tactical revenue generation activity across the Virgin Australia international network. Optimise international and O&D revenue through effective pricing strategies. Ensure that all team activity is consistent with a whole-of-network approach to maximising revenue.
Department	Leverage all aspects of the Virgin Australia Group product offerings to enhance revenues, intakes and profitability for the airline.

Expertise

Metric	Must have	Great to have
Knowledge and qualifications	<ul style="list-style-type: none"> Understanding of pricing and inventory principles and how to practically apply these. Tertiary qualification in economics, a business discipline or equivalent. Computer literacy in Windows programs, especially excel and powerpoint. Report writing and presentation skills. 	<ul style="list-style-type: none"> Airline reservation system (GDS) knowledge. Fare structure and rules knowledge. Experience in the use of Infare Knowledge fares monitoring.
Experience	<ul style="list-style-type: none"> Experience in a commercial airline area such as pricing, revenue management, sales or business insights. Managing and leading commercial teams of 2-3 (or equivalent demonstrable experience). 	<ul style="list-style-type: none"> Up to date knowledge of international airline markets, airline partnerships and alliances.

Key Accountabilities

Accountability	Major activities	Performance indicators
Pricing leadership	<ul style="list-style-type: none"> Setting, reviewing and modifying optimal pricing levels for all international journey groups for multiple points of sale. Planning tiered selling campaigns with key internal and external stakeholders. Lead and develop international pricing strategy. Drive innovation within the pricing team through by challenging existing work practices. Ongoing monitoring of competitor pricing and proposing reactive strategies. Lead pricing discussions on joint venture, codeshare and interline routes. Coordination of adhoc international pricing projects. 	<ul style="list-style-type: none"> Effective working method with the inventory demand team. Cooperation with sales, eCommerce, marketing. Understand and modify current working method. Adopt and implement best practice methods. Infare, GDS, competitor website monitoring. Fuel levies, surcharges, baggage implementation, taxes and fees, Ts and Cs, ancillary selling, fare class and brand realignment.

Revenue generation	<ul style="list-style-type: none"> Proposing and implementing strategies and tactics to achieve prevailing departmental and company budgetary goals. 	<ul style="list-style-type: none"> Achievement of quarterly and annual revenue budgets. Improved RASK, yield, revenue volume intakes, market share.
Strategy, planning and forecasting	<ul style="list-style-type: none"> Coordinating post-sales analysis and reporting of key selling campaigns. Maintaining an up to date sales and marketing calendar of forthcoming promotional activity. Keep accurate and up to date documentation on status of current, proposed and expired project initiatives. 	<ul style="list-style-type: none"> Timely sharing of data with relevant internal departments. Providing weekly activity updates to line manager. Post-sales analysis of ongoing or expired fare initiatives.
Team management	<ul style="list-style-type: none"> Actively manage, engage and motivate immediate team members – onshore and offshore. Draw up and implement development and performance plans for all staff. Represent manager pricing and revenue management systems during periods of duty travel and annual leave. 	<ul style="list-style-type: none"> Hold frequent team meetings to update staff on current strategies and direction. Conduct staff appraisals and drive enablement, empowerment and engagement. Acting up duties as required.
Stakeholder management	<ul style="list-style-type: none"> Close working method with the pricing distribution team to ensure speed to market via diverse intermediary selling channels. Working with key alliance, codeshare and interline partners. Working with key industry vendors such as global distribution systems, PROs, new entrants. 	<ul style="list-style-type: none"> Direct selling via va.com and indirect selling via travel agents, wholesalers, TMCs, specialist operators and corporates. Scheduled airline conference calls, offshore visits. Evaluate existing and new tools and applications.

Key interactions

Internal	Inventory teams, alliances, pricing distribution, domestic pricing, sales, marketing, eCommerce, velocity frequent flyer, network management, VA Holidays.
External	Alliance partners, key corporate and leisure clients, third party vendors.

Competencies

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; and
- service delivery.

Our expectations

- be the ultimate Virgin Australia ambassador by living, breathing and promoting Virgin Australia values – caring, excellence, individuality, resourcefulness, innovation, enthusiasm and integrity;
- demonstrate our leadership behaviours - act with integrity, be decisive, act quickly, listen to guests and team members, take responsibility;
- comply with and actively support all position description metrics, departmental and company policy and procedures;
- be a team player – supporting a one-in, all-in approach and a first to know, best to deal with;

- 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 of injury and incident; and
- engage the very best of your personality and enthusiasm and create memorable, positive and fun experiences for all.

Sign-off (internal candidates only)

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's or leader's name	Signature	Date