

Job title	Aviation Development Manager
Reports to	CEO
Responsible for:	Aviation Revenue and Market Intelligence Manager Sales Executive

1. Purpose and Scope

- Under the general direction of the CEO, the Aviation Development Manager will direct the execution of strategic and tactical plans to support and increase aircraft utilisation of the airport's facilities through commercial partnerships.
- This is a key role in leading the Airport's commercial relations for the incumbent and new aviation partners working with the Airport.
- The role is tasked with developing new and innovative ways to grow revenue from stimulating flight activities at Cardiff International Airport.
- This is a business development function that will work in collaboration with other executives and key staff, formulating and executing strategies and actions to ensure recovery and future growth for the Airport.

2. Key Accountabilities and Role Outputs

- The post-holder will execute the Company's strategies and plans for the retention and expansion of passenger and cargo air services through developing and maintaining effective working relationships with airline executives, travel trade partners, economic development agencies, tourism authorities, other airports and the business community in Wales.
- The planning, development and implementation of air service and route development strategies designed to promote and increase the utilisation of the Airport for passenger travel and cargo activities at Cardiff Airport.
- Develop identified target markets for service increases.
- Convince existing and new potential airline operators to invest in the air service development opportunities at Cardiff Airport.
- Maintain strong relationships with incumbent partners and ensure the delivery of first-class customer support services.
- Manage air service agreement negotiations.
- Influence the promotion of the air services available from the Airport, providing direction to the respective colleagues in the Sales and Marketing teams.
- Maintain and Develop relationships with FBO's, Cargo and Maintenance operators to enhance the utilisation of the airport's facilities through increasing aircraft movements.
- To develop and enhance General Aviation activities making use of the airport facilities, fostering a culture that caters to the varying flight operators across the estate.

- Working closely with Welsh Government departments to promote Cardiff International Airport as a prime location for investment and development in the Aviation and Aerospace sectors.

This job description is intended to reflect the post holder's duties that would normally be expected to be undertaken. Owing to the nature of the post, the above duties are not exhaustive, and the Company may require you from time to time to undertake additional duties within your capabilities.

3. Health and Safety:

It is our intention to demonstrate an ongoing commitment to improving health and safety at work throughout the airport. We will comply with all requirements of health and safety legislation.

In order to do this, all staff must have a good awareness and understanding of health and safety hazards and risks that may affect themselves, passengers or other people on-site and must comply at all times with excellence in conduct, behaviour and attitude.

Senior management will ensure that:

- adequate resources are provided for health and safety.
- health and safety is adequately assessed, controlled and monitored.
- our people are actively involved in all aspects of creating and maintaining a healthy and safe working environment.
- it shall be the duty of every employer to ensure, as far as is reasonably practicable, the health, safety and welfare at work of all employees.

4. Skills, Knowledge and Experience

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Tertiary education in transport or tourism management 	<ul style="list-style-type: none"> • Degree encompassing Business Administration, International Cultural understanding and Geopolitical affairs
Experience	<ul style="list-style-type: none"> • In depth knowledge of airline network planning • Experience of the airline decision making processes around air service development • Track record in commercial partner relations management • Dealing with Tourism authorities, academic institutions, tour operators and business organisations • Negotiating and contracting 	<ul style="list-style-type: none"> • At least 5 years in airline network planning or airport route development team working within the European market • Track record of involvement in successful air service development launches
Knowledge	<ul style="list-style-type: none"> • Understanding of economic drivers and levers considered by airlines and tour operators for their route development planning • Understanding of market dynamics and factors that influence consumer travel habits 	<ul style="list-style-type: none"> • Astute understanding of geopolitical affairs globally • Of the risk management processes undertaken by network planning teams within airlines and tour operators
Skills	<ul style="list-style-type: none"> • Highly Analytical • Ability to identify market opportunities • Computer literate especially in Excel and Word • Confident at presenting to large and small audiences • Confident in selling • Contracting • Negotiating • Interpreting intelligence • Account management • Adaptable to working in teams and solo 	<ul style="list-style-type: none"> • Experience with airline & airport air service agreements • Ability to write, develop and deliver robust strategic plans

General	<ul style="list-style-type: none"> • Good team player capable of delivering results • Entrepreneurial • Adaptable and approachable • Tenacious in developing opportunities • Flexible approach to working hours • Flexible to travel at short notice • Full valid passport and drivers licence • Eligible to live and Work in United Kingdom 	<ul style="list-style-type: none"> • Currently working in this sector of the industry looking to build their experience and help shape our exciting developments
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Post-holder signature:..... Date:.....