

Job title	Head of Business Development
Reports to	Chief Executive Officer
Responsible for:	Commercial Team

1. Purpose and Scope

The Head of Business Development is responsible for the enhancement and delivery of the commercial success of the business. This includes the development, implementation, and delivery of the commercial strategy for the airport, specifically covering all activities relating to income generation for the business.

This is split into two primary income streams:

- Aeronautical income is generated through flight-related activities making use of the airport facilities.
- Non-Aeronautical income, generated through other commercial activities generated through the airport business, is primarily derived from parking, retail and catering, concessionaires, joint venture partnerships, advertising, and property rental.

The Head of Business Development leads the commercial team for the airport with a specific focus on all activities relating to the relevant income streams, ensuring the airport is delivering in accordance with the business plans as sanctioned by the board and shareholders.

2. Key Accountabilities and Role Outputs

- Leading the commercial team to ultimately build and enhance strong strategic relationships that generate robust and sustainable growth in revenue delivery for the business.
- Responsibility for developing and delivering strategic plans relating to revenue growth and fitting within the overall airport strategic business plans.
- Representing the business to stakeholders and customers through a regular engagement programme, developing a business development and enhancement culture through strong relations with the partners from respective Industries who work with the airport, Government departments, Media outlets and Education providers.

- Focussing on developing talented staff to enhance successful succession planning throughout the commercial functions of the business.
- The outputs of the role are focussing on overall responsibility for leading and developing the commercial team in the airport affairs relating to:
 - Air Service Development
 - Parking
 - Retail
 - Catering
 - Concessionaires
 - Sales
 - Marketing
 - Public Relations
 - Customer Experience

The Head of Business Development leads the team in:

- Building the processes and procedures from the ground up to effectively manage the revenue development and accomplish the objectives in line with the business plans.
- Steering the development, implementation, and monitoring of all the relevant commercial business proposals, contracts and agreements with the respective commercial partners that generate income for the business.
- Monitoring the performance, effectiveness, and efficiency of revenue development through the team, including establishing objectives, priorities, and assignments.
- Working closely with the rest of the business functions such as Operations, Finance, Sustainability and Planning to ensure a holistic approach is taken to accomplishing the respective business objectives.
- Identifying ways to decrease expenses and increase revenue, including through partnerships.
- Ensuring the preparation and administration of the operating and capital budgets for the commercial team are relevant and realistically in line with the business plans.

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 his employees.

4. Skills, Knowledge and Experience

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A good level of general education including English and Maths equivalent to GCSE • A Levels or equivalent vocational qualifications 	<ul style="list-style-type: none"> • Business Development • Leadership and Management
Experience	<ul style="list-style-type: none"> • Proven track record of managing commercial relationships for an airport or transport operator • Proven track record of enhancing sales and business development • Dealing with sales and marketing activities • Managing and developing teams for growth. • Delivering revenue enhancement through multiple channels • Controlling negotiations and influencing multiple partner relationships at the same time. • Robust prioritisation • A good level of general administration experience. • Developing risk assessments and managing risk 	<ul style="list-style-type: none"> • Development and use of commercial contracts at airports. • Dealing with and influencing senior decision-makers of companies for positive outcome • Managing and using KPI data relating to drivers around passenger purchasing habits that influence sales related to travel. • Influencing Sales and Marketing activities to increase revenue. • Developing teams and staff members with a commercial focus on growing income. • Managing Customer Service to a high level of satisfaction
Knowledge	<ul style="list-style-type: none"> • of and understanding how the respective income streams interact in the airport business systems. • of how an airport is intrinsically involved and linked with the business community for the catchment areas serviced by the operations. • of working with Welsh Government departments and how they can influence commercial activities in the region. • of how the public affairs in Wales relating to the airport are impacted by the media and their influences public opinions. • of commercial terms that the airport partners expect to be operating to. • of the PR-related activities and expectations that take place at an airport during a crisis. 	<ul style="list-style-type: none"> • of how the Aviation and Aerospace industries are commercially interlinked in Wales • of the principles of concession relationships vs commercial partnerships and when it is most appropriate to flex between these types of activities.

	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Proven track record of successful and effective team development • Good communication skills- verbal and written • Ability to understand and act consistently with the aims and objectives of the Airport • Able to work with the minimum of supervision and ability to prioritise • Proactive and determined to deliver an excellent service • Excellent organisational skills • Clear understanding of how to leverage the drivers that create results • Ability to refresh own knowledge and remain compliant with current and relevant legislation. • A commitment to upholding high standards of confidentiality and integrity. • Computer literate – Microsoft office applications 	<ul style="list-style-type: none"> • Entrepreneurial flare • Proven track record in developing revenue opportunities from the challenging circumstances
General	<ul style="list-style-type: none"> • Highly motivated and proactive. • High levels of trust and integrity. • Ability to work under pressure to achieve required outcomes. • Professional and confident. • Ability to be on operational call out rota. • Ability to attend airport at short notice. • Full Clean Driving Licence 	<ul style="list-style-type: none"> • Motivated by leading successful teams