Airport Coordination Ltd

Sales & Marketing Lead

Integrity | Together | Own it | Professional | Striving for better

Job Title: Sales & Marketing Lead

ACL Job Grade: Band B

Department: ACL Commercial

Job Location: Viewpoint, Staines

Job Purpose:

Working with the Leadership Team, develop and implement sales and marketing activities to support the company's commercial objectives in the areas of new airport coordination contracts, data solutions, and services.

Contribute to the development and fulfilment of the ACL commercial strategy to deliver against annual revenue and profitability targets through robust sales and marketing activity.

Principal Accountabilities:

- Work in conjunction with the Leadership Team to develop and implement strategies to grow ACL annual revenue, ensuring appropriate margins and risk management.
- Develop and implement ACL's sales and marketing strategy, coach and develop other members of the ACL team to contribute to delivery.
- Lead ACL's data sales activity with a view to exploiting data sales internationally as well as managing current commercial partnerships.
- Responsible for developing own knowledge of coordination product and service offering to support sales and marketing activity.
- Contribute to the development of new services for ACL customers in the UK and internationally whilst seeking innovative ways to promote and market these.
- Produce product literature and marketing material, lead the use of the ACL websites and social media platforms to effectively promote ACL's business.
- Prepare and present bid proposals, participate in contract negotiation and management, supported by robust pricing strategies.
- Support in the preparation of the ACL business plan, budgets and financial forecasts and act at the key interface between the commercial team and the finance department.
- Deliver effective account management to own customers, promote this throughout the company, becoming the champion of account management across the business.
- Effectively following up leads and marketing campaigns to build up and nurture a long-term pipeline of sales opportunities.
- Effectively manage and maintain own contracts and keep the appropriate records of contact in line with standard account management practices.
- Working with the coordination teams, create collateral to support marketing additional activity such as forecasting and consulting.

Scope

- Reports to Head of Coordination
- No direct line management responsibility, leads virtual teams from across the business working to drive customer retention and new business.
- Influencing departmental budget of approximately £1.5m per annum.
- Some overseas travel required.

International Business Manager

PERSON SPECIFICATION

Qualifications and Knowledge

- At least 3 years' sales experience (E)
- Marketing experience (D)
- Degree education in a relevant discipline (D)
- Career interest in aviation with 3+ years' experience (D)
- Broad and in-depth knowledge of the air transport industry (D)
- Experience of airport capacity management and/or airline network planning (D)

Key Skills & Qualities

- Excellent communication skills – oral and written
- Negotiation and sales skills
- Highly developed business writing, proposal and presentation skills
- High quality networking skills – able to quickly build personal and corporate credibility
- Contract management experience and ideally familiarity with contract law
- Experience of operating in international markets
- Cultural awareness
- Customer knowledge and insight
- Track record of successful B2B revenue growth and marketing approach
- Business planning and budgeting experience, and good financial knowledge
- Good analytical skills
- Highly energetic, enthusiastic, and work on own initiative
- Able to set and work to tight deadlines
- Target and delivery driven
- Able to work flexibly in a small team and get things done
- Ability to take balanced decisions and anticipate pitfalls
- People management experience
- Customer service and account management ethos
- Planning and organisation skills
- Languages – English, other European
- Effective development, training, and proposal skills