Job Description
SALES MANAGER

Company | Biggin Hill Airport Limited
Department | Corporate
Location | Biggin Hill
Role reports to | Commercial Director
Line management responsibility | N/A

Job summary

Reporting to the Commercial Director, the role holder will be responsible for developing new business relationships as well as maintaining existing ones. The ability to build and establish rapport with key industry partners is essential. Travel to national and international trade shows will be required to facilitate the pipeline of future growth.

The role holder will be expected to have a pro-active and enthusiastic approach to making a positive contribution towards the development of key areas in conjunction with supporting the senior leadership team with delivering the Airport’s vision and strategy, to “strive to be London’s preeminent full-service Business Aviation Airport and a leading centre for aviation technology and enterprise”.

Job requirements and responsibilities

Communication
- Convey information, both written and oral information in a clear, concise and professional manner;
- To be well presented and promote the professional image of the Company;
- To promote and develop the sales of airport and fixed based operation services to prospective clients via a range of mediums including telephone, electronic and face to face communication, including field work;
- To provide contractual documentation (including business proposals and quotations) to clients via a written format for aircraft maintenance and fixed based operation services and any other business areas where required, in a prompt and professional manner.

Liaison and Networking
- To be responsible for building and maintaining relationships with clients through quality and efficient (established) networking and external liaison with industry professionals, high profile corporations and VIP customers.

Service Delivery
- To have overall responsibility for initiating, building and maintaining relationships with clients;
- To achieve and maintain extraordinary customer satisfaction levels and manage customer expectations in line with the Company’s services and to coordinate with the senior leadership team to identify areas for development;
- To have a high level of integrity and have a professional approach to all levels of the business;
- To provide reports on a daily, weekly and monthly basis on set objectives;
- To support and adapt the strategic development of the business to achieve

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steady growth and market share in the targeted regions, in conjunction with the Commercial Director;
- To introduce a CRM system to manage customer care, acting as a ‘customer champion’ to:
  - Construct and maintain primary customer profiles upon which service levels are to be based, to include liaison with: aircraft owners, operators, management companies or representatives;
  - Ensure the relevant departments maintain exceptional customer service levels and liaise with the relevant Heads of Departments to guarantee that delivery standards are to the desired requirements;
  - Maintain close contact with customers to establish an enduring business relationship and aftercare programme.

| Initiative and Problem Solving | • Demonstrate flexibility and resolve problems when an immediate solution is not apparent by evaluating strengths and weaknesses. |
| Decision Making | • Decisive and confident to suggest decisions under dynamic and challenging circumstances;  
- Strike the correct balance between the provision of an exceptional customer experience and cost;  
- Be accountable for own decisions and actions. |
| Investigation, Analysis and Research | • To develop and maintain a market intelligence brief and communicate accordingly;  
- To research potential client proposals;  
- To research and analyse the relevant market sectors and produce regular market analysis. |
| Work environment | • To work remotely where required;  
- Maintain a duty of care to self and others in ensuring health and safety is maintained at all times within the work environment. |
| Teamwork and Motivation | • Uphold ethics and Company vision and values;  
- Lead by example and represent the Company in a positive manner at all times. |

**Key performance indicators**
- An increase in business jet traffic levels;  
- Feedback from internal and external customers;  
- Effective team liaison;  
- Up-to-date information and reports produced as requested and according to schedule.

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Qualifications and experience

Working as part of a team, you will be a quick thinking, self-motivated and confident team player who displays an energetic and consistent approach to your work.

You will be confident in making decisions and dealing with a wide range of challenges, upholding standards and leading by example.

Key criteria required

- Full UK driving licence;
- Hold a current clean Criminal Record Check (or equivalent) for the duration of employment;
- Desire to demonstrate effective relationships with existing and potential clients;
- Motivation and flexibility to create development opportunities in targeted regions;
- Flexibility.

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