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| **Post title:** | **Managing Director** |
| **Location** | **Blackpool Airport** |
| **Reports to:** | Chair and Board of Directors, Blackpool Airport Operations Ltd  |
| **Salary** | Competitive + Performance-based Bonus |

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| **Introduction** |
| Blackpool Airport (Blackpool Airport Operations Ltd – BAOL) is a private limited company. It is wholly-owned by Blackpool Council and operates on an arm’s length basis. Historically the airport has been owned by the Council. It was privately owned for number of years but was reacquired by the Council in 2017. This has heralded a new dawn for the airport, ensuring that it will continue to operate as an important hub for aviation and employment for the Fylde coast and provides a gateway to the north west’s vibrant business and leisure destinations. Whilst under Council ownership since 2017, the airport outsourced its management and the service provider also held the aerodrome and the air traffic services licences. BAOL is currently undergoing a period of further, significant change with the management of the airport and its Air Traffic Services being brought in-house and the airport acquiring its own licences. We are now seeking a dynamic Managing Director to lead the business into this next chapter. The Managing Director will be responsible for the commercial direction of the business, will have full budgetary responsibility, accountable to the Board for financial performance against the budget and to deliver strategies to flex the business according to changing financial requirements. There will be a mandate to grow all aspects of the business with the core objective of securing a long-term sustainable and profitable future for the Airport. They will also ensure the safety and efficiency of operations in accordance with Civil Aviation Authority (CAA) regulatory requirements. Given the diversity of stakeholders involved, effective and adaptable communication skills will be essential.The Airport, with more than 36,000 annual movements, primarily operates supporting the extensive off shore energy sector (gas and wind) and in the provision of general aviation and executive aircraft services. Future opportunities are envisaged with expansion of the training and executive markets and potentially in the competitive MRO sector and a return of regional domestic passenger services. The Managing Director will also work alongside Enterprise Zone management. The Enterprise Zone (EZ) is a key economic project led by the Shareholder (ie, the Council) for delivery of new employment opportunities with a planned investment of £72m over the next 20 years to provide physical and commercial infrastructure. One of the Enterprise Zones USP’s is the proximity of the airport and a primary objective of the EZ is to work to provide a long-term sustainable future for the Airport. This will include funding toward replacement of vintage airport infrastructure, providing new aircraft control facilities, taxiways, apron, hangars, fuel farm and administrative / commercial accommodation closer to the main runway, releasing frontage land for high value development.  |
| **Purpose of the role** |
| The Managing Director will provide strategic direction and management of Blackpool Airport and will be accountable to the Board for financial performance against the budget. They will seek and deliver on new commercial opportunities across the business and provide inspirational leadership to airport staff to ensure the ongoing safe and efficient delivery of operations. The Managing Director will also be the key representative for the company in the external market.  |

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| **Main duties and responsibilities** |
| **Responsibilities to the Board*** Report to the Board on commercial, operational and safety performance
* Provide strategic advice and guidance to the Board, and keep them aware of developments within the industry
* Prepare and present updates and reports on commercial activities, new initiatives and capital projects for review/approval of the Board and committees
* Ensure compliance with all business and CAA regulatory requirements, reporting to the Board accordingly
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| **Operations*** Accountable for compliance with CAA regulatory requirements for Aerodrome Licence and Air Navigation Service Provider Certification
* Provide leadership to the airport management team and staff, supporting them to achieve objectives and targets, ensuring effective collaboration across the organisation
* Ensure compliance with and promote the Airport’s Integrated Management System including:
1. Safety Management System
2. Environment Management System, and
3. Quality Management System.
* Endorse and promote work place cultures which deliver high standards of:
1. Staff, public and Airport-wide health and safety
2. Risk awareness and mitigation
3. Communication and reporting of all safety and risk related events
* Ensure business and safety risk registers are regularly reviewed and updated
* Establish and build the culture of the business, ensuring a motivated, skilled and customer focused team with low staff turnover and low absence levels
* Actively promote staff training and development through effective motivational management
* Promote and endorse a continued improvement culture across the airport
* Establish relationships with key representatives within BAPL and Enterprise Zone
* Cultivate, develop and maintain relationships with key airport stakeholders including: operators, tenants, control authorities, elected representatives, local media, business partners, regulators, local communities, local authorities, development agencies, government and public sector bodies and members of the public
* Ensure activities performed on the Airport estate including those of tenant organisations comply at all times with legislation and the Airport’s safety targets
* Ensure effective asset management across the airport with CAPEX replacement requirements notified to the Board at the earliest opportunity
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| **Business Development & Strategy Delivery*** Deliver on the Board-agreed strategy for the airport, including enabling and realising synergies with the Enterprise Zone where appropriate
* Prepare a 5-year business plan and annual business plans which reflect the objectives and priorities of BAOL, where appropriate aligned with Enterprise Zone objectives. Monitor progress against these plans to ensure that BAOL delivers and as cost-effectively and efficiently as possible.
* Review, develop and ensure delivery of the airport marketing strategy
* Proactively seek, propose and implement new opportunities to support the continued growth of the operation
* Be accountable for developing the brand/image of BAOL
* Analyse competitor businesses to identify opportunities and minimise threats
* Ensure high levels of customer excellence at all times
* Establish and maintain effective relationships with regulatory authorities (CAA) and local planning authority Fylde BC
* Manage commercial business performance, identify any negative variances and proactively recommend solutions
* Work with Blackpool and The Fylde College, UCLAN and others to develop Blackpool Airport as a recognised centre of excellence for aviation Industry and aeronautical training.
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| **Performance management*** Develop and maintain a performance management framework to ensure the airport team operates to the optimal level
* Set challenging and measurable KPIs and monitor business performance against these
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| **Financial and Administrative** To be accountable to the Board for financial performance against the budget.Oversee the preparation of the Annual Report and with the Head of Finance and Business, the Statutory Accounts of the Company for approval by the Board Be accountable for agreed budgets and proactively identify and rectify any negative variances or trends.* Ensure appropriate allocation of staff and financial resources. Optimise the allocation of staff and financial resources maintaining efficiency, productivity and cost-effectiveness.
* In conjunction with the Finance Manager, conduct regular financial performance reviews
* Negotiate discounted rates with key suppliers to improve margins
* Undertake and conclude negotiations with employee groups including Staff Representatives and Trade Unions as well as Government agencies and external trade bodies.
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| **Qualifications** |
| * Degree in aviation management and/or business administration or equivalent business experience (degree desirable)
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| **Essential Experience** |
| * Substantial commercial/management experience at a senior level – ideally within an aviation or similar/regulated environment
* Substantial experience in client relationship management
* Proven track record in business development and delivering strategic change
* Experience of analysing and interpreting management accounts and related statistics
* Experience of business planning, performance management, managing budgets and adhering to financial regulations
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| **Essential Knowledge and Skills** |
| * Proven leadership skills including effective coaching and development
* Strong ability to identify and deliver on commercial opportunities
* Excellent customer management skills in building relationships
* Excellent communication, reasoning, negotiation and influencing skills, both oral and written
* Knowledge and understanding of aerodrome/ANSP regulations
* Ability to analyse and solve complex problems creatively and pragmatically and the ability to use initiative
* Exceptional project direction and management skills
* IT skills including use of digital and social media, Word, excel, PowerPoint
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| **Other requirements** |
| * Be a positive role model and ambassador for BAOL
* Represent the airport at relevant trade body and lobby group (AOA, RABA) industry meetings.
* Willingness to relocate to Fylde coast
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