



HEAD OF COMMERCIAL CANDIDATE BRIEF

AIRTATTOO.COM

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ABOUT US

The Royal International Air Tattoo (RIAT) has been running for over 50 years and is staged in support of the Royal Air Force Charitable Trust. The Royal Air Force Charitable Trust's vision is to ignite the passion for aviation and space, and inspire young minds upwards. Empowering them with the knowledge, skills, inclusive opportunities and experiences to aspire and pursue a rewarding and innovative career in the field of aerospace.

The Royal International Air Tattoo is more than just an airshow. It is a three-day event that will overwhelm your senses. From the roar of jet engines ripping through the air to the cheer of the crowd line – it's an experience like no other. Experience sights, smells and sounds that will leave your heart racing and raise the hairs on the back of your neck as aircraft and nations descend on RAF Fairford for a festival of flight.

Beyond the public airshow, RIAT is an event which focuses on progressing strategy partnership with, and investing in, the RAF and UK defence, providing dedicated time in the annual calendar to advance these relationships.

International delegations use RIAT as a platform for diplomacy and strategy, whilst corporate attendees, including defence primes, leverage the event as an opportunity to support their nations' air force and enhance their international visibility. With 71 air force and government delegations, and representation from 52 industry leaders, RIAT plays a key role in developing vital diplomatic and trade relationships.

- Three-day event (plus three arrival and departure days)
- Held at RAF Fairford, in the glorious Cotswolds
- *Over 175,000 visitors*
- *29,000 upgrade enclosure customers*
- *Unrivalled networking opportunities for the military, aerospace and defence sectors*
- *224 aircraft, representing 27 nations*
- *Over 18 hours of incredible flying displays*

AIRSHOW BY NUMBERS



9,300

Corporate guests



52

Global commercial partners



71

Senior government delegations



56%

Visitors attend with families



9.5

Hours, average time spent at the airshow



200+

Media reps attending each day incl. BBC, ITV & Sky



130,000

Followers on Instagram



182,000

Followers on Facebook



20,500

Followers on YouTube



73,000

Followers on X



41,000

Followers on TikTok



58,000

E-newsletter subscribers



Excellence is difficult to achieve, and even harder to sustain and then enhance.

That you are doing this, and therefore allowing the Group to deliver on its objectives of promoting the RAF and inspiring young people, is simply exceptional and we are most grateful.

AIR MARSHAL PHIL OSBORN CBE FRAES
CHAIR OF THE ROYAL AIR FORCE CHARITABLE TRUST



OPPORTUNITY HEAD OF COMMERCIAL

The Head of Commercial will be the driving force behind delivering an exceptional experience for corporate, military and government visitors to the Royal International Air Tattoo. With relevant experience in premium events, they will possess the vision and determination to retain and develop the Company's reputation as the premier, and unique networking and engagement event that it has become.

As a member of the senior leadership team, reporting directly to the CEO, Gavin Gager, this role will lead a passionate and dedicated team responsible for delivering a suite of world-renowned, first-class events and experiences to our commercial customers, their guests, and the most senior members of international defence forces. This visionary leader will have a proven track record of building exceptional business relationships, founded on integrity, excellence, and trust.

Joining the Company at a pivotal time, as the organisation embarks on an ambitious 10-year business vision, building on a renowned reputation

as a convening power amongst the most influential figures in the world of defence aviation, including the Ministry of Defence (MOD), Royal Air Force (RAF), United States Air Force (USAF) and NATO, the successful candidate will be instrumental in shaping the strategic success in the years ahead. They will manage, and generate new corporate partners and sponsors, pursue opportunities with corporate partners to demonstrate the advancements in sustainable aviation, and increase participation to showcase the cutting-edge of sustainable technology and the people behind it.

Making sure that our iconic airshow is a success every year is at the core of this role. This opportunity is for someone who wants to take our airshow to the next level. You should be ready to propel the show and our parent charity, the Royal Air Force Charitable Trust, into the limelight faster and to new audiences to enable our profile to stand out as we think it should, and enabling the Trust to use the funds we generate to inspire young people to fulfil their potential in air, space and technology.

RESPONSIBILITIES

- Serve as a contributing member of the senior leadership team and support the delivery of its purpose. Actively contribute and participate in thorough business planning, policy development, and implementation. Lead, direct and manage the Commercial Department to achieve the Group's expected outputs
- Lead by example, and collaborate with all colleagues to drive, innovate and continuously improve its events and activities
- Develop and implement the vision and strategies that support the corporate partnerships and guest experience across the event
- Lead the development, implementation and delivery of commercial strategies and plans to generate corporate revenue and deliver optimum profit margins
- Be accountable for, and manage where required, the delivery of all sponsorship packages and activities
- Lead, oversee and support the planning, delivery and management of first-class corporate events
- Lead, direct and support the guest management operation to include the setting and managing of policies and the delivery of networking activities and visit programmes for guests and clients
- To manage and develop senior strategic stakeholder relationships within the RAF, wider MoD, specialist membership organisations and other significant Company supporters
- To ensure corporate clients derive maximum benefit at the events through carefully considered seating planning and meeting management
- Lead, oversee and support the research, development and delivery of the hospitality offering for all corporate clients
- Oversee and sanction all department revenue generation and expenditure in accordance with the Company's procurement and sales policies, including the preparation of budgets and targets, the provision of accurate forecasting and the management of comprehensive tender processes
- Oversee department activity to ensure that all HSE and CDM regulations are implemented, compliant and co-ordinated with the operations teams.
- Prepare and present accurate and high quality reports, presentations and briefings for the Board and external stakeholders as required
- Ensure the Commercial Department is adequately resourced in both permanent and fixed term personnel to deliver its outputs including the recruitment, personal development and performance management of the team



COMPETENCIES

Education:

- Degree level educated or equivalent
- Significant and proven track record in a senior management position
- Commercial experience in the scoping, planning and delivery of a premium, large-scale national event
- Extensive experience of working with the military and defence community

Skills:

- Leadership and motivation
- Ability to work under pressure and to tight deadlines
- Excellent attention to detail, organisation and project planning
- Excellent communication skills with the ability to converse at all levels
- Relationship management
- Excellent sales, negotiating and networking
- IT literate
- Excellent writing skills

Knowledge:

- Account and stakeholder management
- Military and diplomatic procedures
- Contractual and financial management
- IT applications and database management

Qualities:

- People focussed leader
- Enthusiastic, confident and well-presented
- Team player
- Results oriented
- Commitment to excellence
- Ambition and pride
- Customer service oriented

Training Requirements :

See Department Training Matrix



HOW TO APPLY

In order to apply, please submit a comprehensive CV along with a covering letter which sets out your interests in the role and encapsulates the aspects of your experience.

Direct applications to: Trish.williams@tfconnect.global

PERSONAL DATA:

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sexual orientation in your CV and application documentation.



