



HEAD OF MARKETING CANDIDATE BRIEF

AIRTATTOO.COM

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ABOUT US

The Royal International Air tattoo has been running for 52 years and is staged in support of the Royal Air Force Charitable Trust. Royal Air Force Charitable Trust 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 Fairford for a festival of flight.

- Three day event
- Held at RAF Fairford, in the glorious Cotswolds
- 200,000 visitors
- 8,000 hospitality guests
- Unrivalled networking opportunities for the aviation sector
- 245 aircraft, representing 25 nations
- 20 hours of incredible flying displays
- 97% of visitors surveyed rated the show 'very good' or 'good'

AIRSHOW BY NUMBERS



4,500

Corporate guests



52

Global commercial partners



75

Senior government delegations



40%

Visitors attend with families



9.5

Hours, average time spent at the airshow



200+

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



84,400

Followers on Instagram



147,000

Followers on Facebook



18,400

Followers on YouTube



67,000

Followers on Twitter



12,900

Followers on TikTok



120,000

People in our database

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.

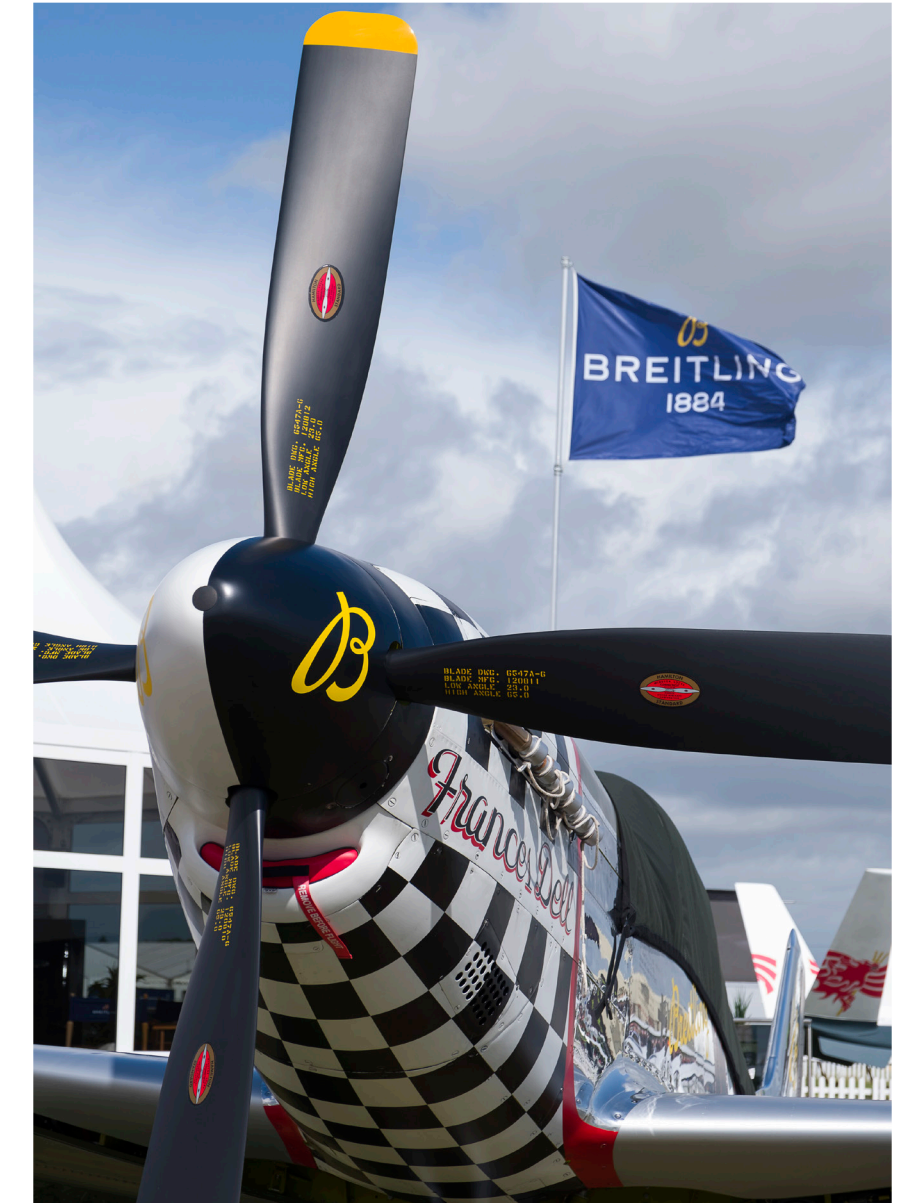
AIR MARSHAL PHIL OSBORN CBE FRAES
CHAIR OF THE ROYAL AIR FORCE CHARITABLE TRUST



OPPORTUNITY HEAD OF MARKETING

As the Head of Marketing for the Royal Air Force Charitable Trust Enterprises you will be responsible for managing the Brand of both RAFCTE (RIAT) and RAFCT (The Charity), directing the marketing team and as well as overseeing the customer experience journey, so you will need to be a commercial leader who can handle the pressure of this full-on role. You'll need to be a brilliant communicator and a pro-active problem solver, being confident across all parts of your job and willing to get hands-on with the event management, volunteer engagement, as well as raising the profile of the charity by growing its income and taking responsibility for their internationally renowned event, the annual Royal International Air Tattoo.

Yes, making sure that our iconic airshow is a success every year is vitally important. But, at the same time, you should strive to propel the whole charity further, faster, and higher - taking the whole operation to the next level, raising both the profile and the funds of the charity itself.



MAIN DUTIES

The main duties of the role would be:

- Accountable and responsible for the development, implementation and delivery of marketing Strategies, tactical plans, and measurement processes to maximise all of the Company's income generating events, product streams, projects and new initiatives.
- Contribute to the pursuit, development, implementation and delivery of initiatives and partnerships that will contribute to achieving the RIAT32 vision on sustainable event delivery and showground content.
- Oversee the organisations Brands by excelling as the Brand Ambassador ensuring a coherent approach across all mediums of media, Website, Socials, Emails, Print, artwork etc.
- Accountable for ticket sales forecast and marketing activity to deliver budgeted sales.
- Developing a strong relationship with the commercial department to cross pollinate ideas on enhancing the enclosure experience.
- Accountable for effective delivery of customer experience including the management of 125 Volunteer crew members on hand to offer a world class customer experience.
- Responsible for managing the third-party media agency including the ROI on out of home advertising, scrutiny of social analytical data and the identification of trends that RAFCTE should maximise.
- Working with the Operations team to oversee the site build and dismantle phases of the relevant construction sites while ensuring all team members including volunteers comply with CDM, H&S and Environmental Regulations, and ensure their appropriate welfare needs are addressed.
- Ensure effective communication between RAFCTE and the RAF media team over the show through co-location and 'coordinated press releases.
- Line management of four permanent team members and department responsibility for temporary fixed term staff and approximately 150





THE INDIVIDUAL

As an individual, we are looking for the following in you:

| EXPERIENCE:

- ▶ Degree level standard of education
- ▶ Proven track record in a senior marketing position
- ▶ Experience in digital marketing and social media.
- ▶ Ideally a marketing qualification such as CIM Fellowship

| KNOWLEDGE:

- ▶ Customer-centric approach with success in orienting an organisation around its customers.
- ▶ Customer insight, exploiting data and insight through successful feedback and measurement systems.



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.

The preferred method of applications is online at:
<https://hr.breathr.com/v/head-of-marketing-and-customer-31586>

If you are unable to apply online please email:
ushmita.nakeshree@rafcte.com

| 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 sex life and sexual orientation in your CV and application documentation.



