



Job Description

**SAI Aerospace Training Ltd | Civil Aviation Authority Part 147 Training Organisation |
Glasgow Prestwick Airport**

1. JOB IDENTIFICATION

Post Title:	Business Development Manager
Responsible to (Post Title):	Managing Director
No of Job Holders:	1
Last Update:	July 2026
Contract Type / Hours/ Holidays	Full-time 35 hrs per week with 28 days holiday
Hybrid working	To be agreed on appointment

2. PRINCIPAL JOB PURPOSE

The Business Development Manager is responsible for identifying, cultivating, and converting business development activity for SAI Aerospace Training Ltd, a Civil Aviation Authority Part 147 training organisation based at Glasgow Prestwick Airport, through focused opportunity generation, account expansion, and strategic market engagement.

Reporting to the Managing Director, the role will originate and convert commercial opportunities, win training contracts, and expand the organisation's position with airlines, MROs, aerospace manufacturers, and supply chain partners.

The post holder will work closely with training, quality, and operational teams to turn customer demand into compliant, commercially viable training solutions that strengthen margin, client retention, and market credibility.

The role leads bid support, partnership development and market intelligence activity, positioning SAI Aerospace Training Ltd as a high-value provider of approved aviation training in the UK and selected international markets.

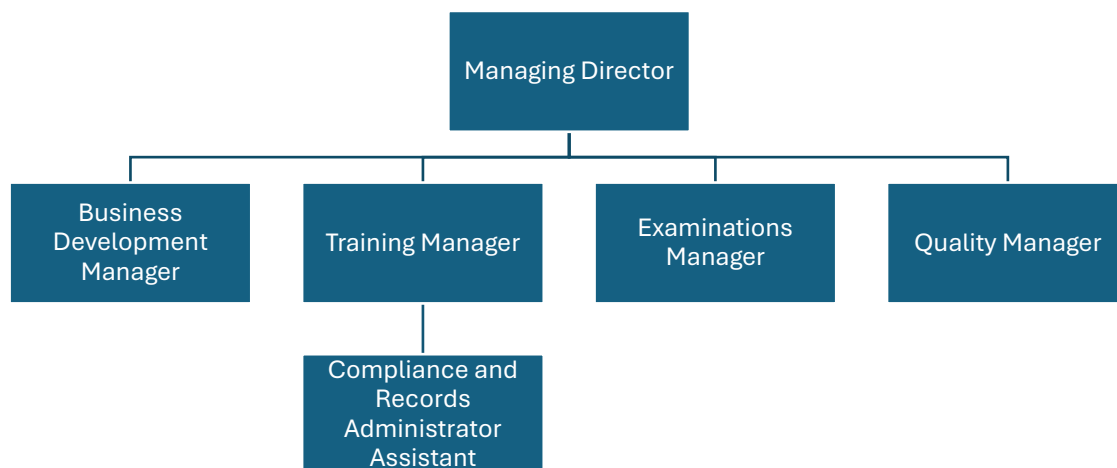
3. JOB DIMENSIONS & CONTROL OF RESOURCES

The post holder is responsible for the development of the business portfolio for SAI Aerospace Training Ltd and will manage a portfolio of customer, employer and partner relationships to generate revenue, win contracts, and build long-term market share.

The post holder contributes directly to income growth through customer acquisition, account expansion, bid leadership, and market-led opportunity development, operating within agreed budgets, delegated authority, pricing parameters, approval routes, and commercial objectives.

4. ORGANISATIONAL RELATIONSHIP

The Business Development Manager reports to the Managing Director and works closely with training, quality, compliance, operations, and finance colleagues to ensure that commercial opportunities are evaluated, approved, and delivered through the appropriate internal channels. The role also maintains external relationships with customers, employers, airlines, MROs, aerospace partners, and industry stakeholders to support opportunity development and long-term account growth.



5. MAIN DUTIES & RESPONSIBILITIES

Business Development and Growth

1. Lead the origination, qualification, and conversion of new business opportunities in line with agreed revenue, contract win and growth targets.

2. Build and maintain a high-quality sales pipeline across airlines, MROs, aerospace manufacturers, supply chain partners, and other target customers requiring approved aviation training.
3. Secure repeat business, expand key accounts and develop long-term commercial partnerships that strengthen revenue resilience and market position.
4. Represent SAI Aerospace Training Ltd in customer meetings, industry forums, trade events, and partner engagements to generate demand and strengthen external market profile.
5. Position the organisation's Part 147 capability, facilities and technical expertise in a way that differentiates customer value, quality, and regulatory credibility.
6. Manage customer information, prospect data, and commercially sensitive records in line with organisational policies, confidentiality requirements, and applicable data protection obligations.

Commercial Planning and Account Management

1. Prepare high-quality proposals, quotations, presentations, and commercial solutions aligned to client requirements, internal capability, and agreed pricing parameters.
2. Lead or support bid, tender and contract activity, ensuring submissions are compelling, competitive, accurate and delivered to deadline.
3. Own proactive account management activity, maintaining regular client engagement, identifying cross-sell and growth opportunities, and strengthening retention.
4. Work with the Managing Director and relevant colleagues to support pricing decisions, revenue forecasting, contract planning, and commercial reporting.
5. Maintain accurate, current, and decision-ready records of pipeline activity, customer contact, proposals, outcomes, and forecast performance through agreed systems.

Market Intelligence and Strategic Development

1. Track market trends, competitor activity, customer demand, sector shifts, and regulatory developments relevant to aviation maintenance training and wider aerospace skills provision.

2. Translate market intelligence and customer insight into product development recommendations, promotional priorities, and commercially viable growth opportunities.
3. Develop strategic partnerships that extend market reach, strengthen brand credibility, and create sustainable commercial value in the UK and selected international markets.
4. Contribute to business planning through analysis, forecasting and recommendations on emerging opportunities, risks, and strategic priorities.
5. Develop and maintain targeted marketing strategies that define priority customer segments, value propositions, channel activity, and campaign priorities for approved aviation training services.
6. Use customer insight, competitor analysis and sector intelligence to shape differentiated messaging, campaign content and promotional activity that strengthens SAI Aerospace Training Ltd.'s market visibility and commercial pipeline.
7. Work with internal colleagues and external partners to support coordinated marketing activity, including digital content, industry events, case studies, customer communications, and lead-generation campaigns.
8. Monitor the effectiveness of marketing and promotional activity through agreed measures such as enquiry quality, campaign engagement, lead conversion, account growth and return on marketing effort.

Collaboration, Compliance and Continuous Improvement

1. Work closely with training, quality, compliance, and operational teams to ensure proposed solutions are deliverable, commercially viable and fully aligned with Civil Aviation Authority Part 147 requirements.
2. Ensure all commercial activity, customer engagement and business development practices meet organisational policies, contractual obligations, and relevant regulatory standards.
3. Promote inclusive, accessible, and professional customer engagement, including appropriate reasonable adjustments where required for training enquiries, meetings, events, or customer communications.
4. Drive continuous improvement in business development processes, reporting discipline, customer engagement methods, and internal ways of working.

5. Provide clear, timely performance reporting and commercial updates to the Managing Director and other stakeholders to support decision-making and governance.
6. Undertake other responsibilities appropriate to the role that support the profitable growth and effective operation of SAI Aerospace Training Ltd.

6. KEY PERFORMANCE INDICATORS

Performance for this role will be managed against agreed commercial targets reviewed regularly with the Managing Director. Final KPIs should be proportionate, evidence based, aligned to budget, market conditions, and delivery capacity, and recorded in the annual performance plan. Indicative measures may include:

- Deliver agreed annual commercial income targets, with quarterly pipeline coverage maintained at an agreed level, normally around 3 times target value where this is appropriate to market conditions and delivery capacity.
- Generate a minimum of 12 to 15 qualified new business opportunities per year, with at least 6 progressing to formal proposal or tender stage.
- Achieve a proposal-to-contract conversion rate of at least 30% to 35% across qualified opportunities.
- Secure at least 3 to 5 new commercial contracts or partnership agreements per year, subject to market conditions and delivery capacity.
- Maintain customer retention of at least 85% across active accounts and achieve year-on-year growth in repeat business.
- Ensure 100% of bids, quotations and proposals are submitted by agreed deadlines and meet internal quality and approval requirements.
- Maintain CRM accuracy and completeness at 95% or above, with monthly pipeline reports and forecasts submitted on time.
- Establish or progress at least 4 strategic employer, industry, or partner relationships each year that create clear commercial or market development value.
- Achieve average customer satisfaction feedback of at least 85% in relation to responsiveness, professionalism, and commercial engagement.
- Provide a minimum of 4 market intelligence or business development reports per year, including recommendations that inform product planning and growth activity.
- Maintain compliance with organisational policies, contractual obligations, data protection requirements, and relevant regulatory requirements in all business development activity, with issues escalated promptly through agreed governance routes.

Final targets should reflect the company's growth stage, delivery capacity and agreed commercial plan.

7. COMMUNICATIONS (Internal & External)

The Business Development Manager will engage regularly with internal and external stakeholders including directors, training managers, quality and compliance teams, instructors, employers, airline and MRO representatives, aerospace partners, regulators, and customers.

A core requirement of the role is to build commercially productive relationships, represent SAI Aerospace Training Ltd with credibility in the market and ensure customer engagement translates into revenue opportunity, delivery planning and sustained competitive positioning.

8. ASSIGNMENT AND REVIEW OF WORK

The post holder will operate with a high degree of autonomy against objectives agreed with the Managing Director, using sound commercial judgement to prioritise pipeline development, customer engagement, and opportunity conversion.

Activity will be shaped by revenue priorities, customer demand, tender opportunities, and market movements within the aviation training sector. Objectives will be reviewed through regular performance discussions and measured against commercial growth, client engagement, conversion performance, and strategic partnership development.

9. ESSENTIAL KNOWLEDGE, SKILLS & EXPERIENCE

Qualifications:

- Degree-level qualification or specialist aviation/commercial qualification where objectively justified by the requirement of the role (desirable)
- Evidence of continuing professional development or commitment to maintaining current knowledge in business development, aviation training, customer engagement, compliance, or related areas (essential)
- Experience in a regulated aviation, aerospace, technical training, engineering, manufacturing, or other safety-critical environment (desirable)

Knowledge:

Demonstrable knowledge of:

- Relevant business, aviation, engineering, commercial or equivalent professional experience (essential)

- Business development, key account management, and commercial growth delivery (essential)
- Pipeline management, CRM disciplines, and bid development (essential)
- The aerospace, aviation maintenance, or technical training market (desirable)
- Customer requirements within regulated or safety-critical sectors (essential)
- The commercial and operational importance of compliance, quality assurance, and regulatory standards in training delivery (essential)

Skills and Competencies:

- Ability to build and grow high-value relationships with customers and industry stakeholders (essential)
- Strong commercial acumen with the ability to identify, shape and convert opportunities into revenue (essential)
- Excellent communication, influencing, negotiation, and presentation skills (essential)
- Ability to manage competing priorities and maintain momentum across multiple live opportunities (essential)
- Strong analytical and reporting capability to support forecasting, pricing, and performance monitoring (essential)
- Confidence and credibility in representing the business externally and working effectively across operational teams (essential)
- Strong working knowledge of Microsoft Office and CRM or sales management systems (desirable)

Experience:

- Experience in a business development, commercial, employer engagement, account management, or client-facing role with measurable contribution to income, partnership, or customer growth. (essential)
- Demonstrable success in building customer relationships and generating commercial revenue (essential)
- Experience of working with employers in aviation, engineering, manufacturing, or other technical sectors. (desirable)
- Experience of contributing to bids, tenders, proposals, or commercial negotiations (essential)
- Experience of operating effectively within a regulated, quality-driven, or safety-critical environment is desirable.

11. MAIN JOB CHALLENGES

Driving growth in a specialist, regulated aviation training market while balancing customer expectations, delivery capacity, regulatory compliance, and long-term commercial performance.

Building a strong external market presence for SAI Aerospace Training Ltd and converting demand into profitable, sustainable training contracts in a competitive environment.

Working across commercial, operational, and quality functions to ensure growth opportunities are executable, compliant, and aligned with the standards expected of a Civil Aviation Authority Part 147 training organisation.

12. WORKING ENVIRONMENT

Physical

- Office-based at Glasgow Prestwick Airport, with regular travel to customer locations, partner sites, and industry events. Reasonable adjustments will be considered where required, and travel requirements will be proportionate to the business need.
- Frequent use of digital tools for reporting, communication, proposals, presentations, and CRM management.

Mental

- Sustained concentration when preparing proposals, analysing market opportunities, managing pipeline data, and supporting commercial decision-making.
- Continuous reprioritisation in response to customer demand, live negotiations, tender deadlines, and operational constraints.
- Extended focus when producing forecasts, reports, business cases, and strategic recommendations.

Emotional

- Managing challenging negotiations, competing stakeholder priorities and commercially sensitive discussions.
- Maintaining professionalism, resilience, and sound judgement in a high-accountability customer-facing role.
- Responding constructively to changing priorities, customer feedback, and commercial pressure.

Working Environment

- Primarily office based at Glasgow Prestwick Airport, with travel as required to support customer engagement and business growth activity.
- Operating across internal teams, customer environments, aviation industry networks, and training settings.
- An element of hybrid working can be accommodated.