

Sales and Marketing Lead for Aerobility's Project Able

Charity Overview

Aerobility is a leading disability charity, based at Blackbushe Airport near Camberley on the Hampshire Surrey border. Aerobility uses the challenges of flight and exposure to aviation as a tool for improving the lives of those with a disability. Whatever the age or whatever the disability, be it physical, learning or mental, or an injury acquired in conflict – Aerobility gives everyone the chance to fly and participate in aviation orientated activities. Aerobility operates adapted aircraft, supporting equipment and specialist instruction to ensure access for all. The charity also acts as a representative body for disabled aviators working with regulators and the aerospace industry to promote access and awareness.

Aerobility believes that everyone should have the right and opportunity to participate in aviation, and work hard to remove the barriers that make aviation physically and financially inaccessible for people with disabilities. With a diverse range of services, including flight training and ground-based education programmes, the organisation works with over 1000 people with disabilities every year.

The organisation has a small team of full-time staff operating from the main headquarters at Blackbushe and relies on input from volunteers to deliver services and achieve charitable objective. With operations from Tatenhill in the Midlands, as well as a number of other airfields across the UK on temporary detachment, Aerobility is currently developing its national coverage and presence.

In 2017 The Ministry of Defence decided to cease flying its fleet of Grob G109 Vigilant aircraft. Aerobility acquired these motorgliders early in 2020, creating Aerobility's 'Project Able' which, by working directly with original manufacturer Grob Aircraft SE, and engine, propeller and avionics partners Rotax, MT Propellers and Garmin, is refurbishing and marketing the rejuvenated and certified Grob G109 Able. The proceeds from this will fund the refurbishment of fully adapted aircraft for Aerobility to expand its charitable work.

A Community Interest Company, Aerobility Holdings CIC, has been set up to manage this project and will be the dual employer of this role, with Aerobility.

Role Description

This is an exciting opportunity for somebody that loves aviation and wants to help the Aerobility charity.

An opportunity has arisen for somebody to be responsible for the marketing and sales of the Grob 109 Able aircraft that are being remanufactured through Project Able. Profits from the sales of these aircraft go to support the operations of Aerobility, both with new aircraft and operations support.

Publicity and attendance at shows has demonstrated that there is a healthy potential demand for the aircraft. Opportunities exist across several sectors including private individuals, flying schools, innovative aerospace applications and also government/military cadet training. Whilst there is a natural focus on the UK, Europe (especially Germany) also offers significant potential and other opportunities around the world are also possible. Our target is to sell two to three aircraft per year with anything greater than this being a bonus.

Reporting to the CEO of Aerobility, the successful applicant would be responsible for:

- All marketing activities including market research, promotional activities and Press/PR (together with our pro bono PR partner Emerald Media)
- All sales related activities and will own the process from initial enquiry through to contract signature.
- Customer relationship management and ensuring that the customer's requirements are at the core of what we do and are dealt with effectively.
- Management of the sales pipeline and communicating this to the senior management of Aerobility and the Board.
- Liaison with our key partners in the project, Grob and Southern Sailplanes to ensure that aircraft are manufactured in a timely fashion and customer requirements are met working alongside our Project Admin to ensure timely delivery of aircraft.

We expect this to initially be a part time role (two days per week) which could grow if the demand and workload justifies it. The person we are looking for would have the following characteristics:

- Passionate about aviation and wanting to help Aerobility provide the opportunity for people to fly to more and more people.
- Somebody that understands flying, preferably gliders and light aircraft, and understands what pilots and operators might want from this type of aircraft. Able to talk fluently with the vocabulary of this sector of the aviation community to create an attractive and compelling story for each customer.
- A self-starter and energetic person that loves the excitement and interest in creating new opportunities.
- Comfortable with owning and delivering the sales process from initiating contact with prospective customers, through to completing the sale.
- Able to travel with the potential for travel to Europe and beyond depending upon the opportunities that arise.



Employment Information, Pay and Conditions

Salary: circa £50,000 FTE (employed or self-employed)

Hours: Part-time, 2 days per week (variable as required, to increase as required)

Place of Work: Aerobility HQ, Blackbushe Airport, GU17 9LQ and home-based

Application Closing Date: 30th June 2022

CV and covering letter to mike@aerobility.com