



SUSTAINABLE AVIATION

Chief Executive Officer

020 7340 6480 ellwoodatfield.com

26th Floor, Millbank Tower, London, SW1P 4QP



The communications, policy and
advocacy headhunter

HEADLINES

Title: Chief Executive Officer

Salary: Six figure salary including bonus and benefits

Reports to: Council Chair

Location: Flexible

Purpose: To lead and grow Sustainable Aviation in delivering its long-term strategy through the collective approach of UK aviation to tackling the challenge of ensuring a cleaner, quieter, smarter future for our industry.

Links: [Sustainable Aviation Website](#)

[Road Map to achieve net zero carbon emissions by 2050](#)



SUSTAINABLE AVIATION

**COLLABORATING FOR A SUSTAINABLE
UK AVIATION FUTURE SINCE 2005**

OUR STORY

Sustainable Aviation is a long-term strategy which sets out the collective approach of UK aviation to tackling the challenge of ensuring a cleaner, quieter, smarter future for our industry.

Launched in 2005, it is a world first bringing together major UK airlines, airports, manufacturers, air navigation service providers and key business partners.

The industry is committed to delivering a sustainable future, and Sustainable Aviation is critical to delivering that. We are focused on finding collaborative ways of improving our environmental performance and creating a balanced debate to ensure the sustainable growth of our industry, which is crucial to the health of the UK's island trading economy. We continue to promote the principles of our strategy both within the UK and internationally.

Sustainable Aviation has set a range of goals and commitments covering climate change, noise and local air quality to deliver a sustainable future for our industry. We regularly report on our progress towards these objectives, monitoring and tracking the practical cooperative work being undertaken by signatories to Sustainable Aviation.

Council Members



OUR STORY

Sustainable Aviation is funded by our members who also provide technical expertise. The number of members continues to grow, with over 90 per cent of UK airlines, airports, and air navigation service providers, as well as all major UK aerospace manufacturers and key business partners represented.

Members

Aberdeen International Airport



OUR MISSION

Sustainable Aviation is a long-term strategy which sets out the collective approach of UK aviation to tackling the challenge of ensuring a cleaner, quieter, smarter future for our industry.



Cleaner

Sustainable Aviation is committed to delivering a cleaner future for our industry. The UK was the first national aviation sector globally to commit to net zero 2050 and publish a plan to get there. We are also committing to playing our part in improving local air quality around airports.



Quieter

Sustainable Aviation is committed to limiting and, where possible, reducing the impact of aircraft noise. Over the past 50 years, aircraft have reduced their noise output by 75% and this progress continues. Today's aircraft entering service have on average, a noise footprint that is 30-50% that of the aircraft they are replacing thanks to new engine and airframe design and technology.



Smarter

Sustainable Aviation is committed to delivering a sustainable future for aviation by working together to drive innovation, delivering smarter operations and ensuring we make a positive contribution to the UK economy and society.



CHIEF EXECUTIVE OFFICER

This strategically important appointment is key to the future success of achieving the aviation industry's business-critical sustainability goals.

The Sustainable Aviation Chief Executive Officer (CEO) is a newly created role to grow and lead the organisation in an increasingly fast-moving environment. Reporting to the Chair, accountable to the Council and with oversight from member representatives, the CEO will shape the organisation and the industry's response to the challenge of realising the path to Net Zero.

The CEO will facilitate and lead the development of all aspects of the organisation as well as manage the day-to-day and general duties related to the smooth running of a successful membership body. This person must be adept at building strategic and tactical relationships with stakeholders on key issues.

The CEO will perform an important role in commissioning research and thought leadership for evidence-based influencing of political opinion, as well as engaging industry partners in the delivery of the UK aviation industry's mission. They will lead Sustainable Aviation's relationships with Government, policy makers, regulators, the media, the wider industry, and other key stakeholders, to project a clear and persuasive voice - demonstrating relevance and influence on behalf of members.



RESPONSIBILITIES

Strategic Delivery

- Maintain an up-to-date strategy and workplan for Sustainable Aviation.
- Define key three-year objectives and an annual delivery plan of evidence-based policy and communications engagement activity, consulting with the Council to secure backing for the plan.
- Lead in the formulation and communication of the industry's sustainability policy, ensuring strategic deployment to cultivate broad stakeholder support.
- Define working group and project team structure to deliver Sustainable Aviation's priorities.
- Leverage member resources, third-party resources, research, partner organisations, and consulting services to achieve impactful results and support Sustainable Aviation's goals.

Stakeholder Engagement

- Guarantee execution of the Council's proposals for the sector through a blend of direct program oversight, stakeholder collaboration, and monitoring.
- Strategize, create, and execute communication and engagement initiatives targeting national and regional decision-makers, stakeholders, and influential figures (media, think tanks, transport groups, etc.).



RESPONSIBILITIES

- Promote sustainable aviation through various media channels and events, effectively representing the sector and engaging with decision makers, stakeholders, and influencers.
- Take charge of political, policy, and media interactions to foster strong relationships and influence with external stakeholders, including national government bodies and legislators.
- Proactively monitor and address key issues through strategic engagement and communication plans, ensuring effective risk management and capitalizing on opportunities.
- Foster relationships within the industry and among relevant parties like suppliers, manufacturers, and industry associations to advance and prioritise objectives.



RESPONSIBILITIES

Member Engagement

- Take charge of overseeing the diverse needs of a varied membership to establish a unified, impactful external presence.
- Facilitate member contributions and work collaboratively with them to synchronize perspectives and foster consensus in support of Sustainable Aviation's strategies and goals.

Operational Management

- Lead and manage a small high-performing, results-oriented team to execute plans and achieve established objectives, while monitoring performance using various KPIs.
- Uphold HR, financial, and legal best practices to exercise leadership and management control over the entire organisation.
- Secure financial stability by overseeing membership subscriptions and sponsorship efforts.
- Approve all capital expenditure, revenue, and operational expenditures within specified parameters, and oversee the overall budget of Sustainable Aviation.
- Where appropriate, pursue Government or broader public sector funding to support essential programs, ensuring accountability for spending and assessing impact as needed.



Skills and Experience

The CEO will be responsible for supervising all facets of Sustainable Aviation's operations. This encompasses ensuring goal attainment, overseeing team operations and activities, and cultivating robust relationships with governmental bodies and other crucial stakeholders. As such, the CEO must possess requisite skills, expertise, and a proven history of effective leadership and delivery to steer Sustainable Aviation toward fulfilling its mission.

Leadership

Demonstrable experience of setting strategy, agreeing priorities, delegating actions.

Strategic thinking

Ability to develop and execute a strategy with the awareness and understanding of market dynamics.

Advocacy

Experience of successfully influencing political and regulatory processes within Westminster and Whitehall, with national governments and regional bodies.

Project Management

Proficient in project management methodologies with the ability to adapt approaches based on project requirements and team dynamics.



Skills and Experience

Facilitation and negotiation

Proven skills to influence at executive/board level with the ability to influence debate and discussion to support efficient decision making.

Communication

Exceptional and persuasive communicator experienced in being an impactful speaker with gravitas and authority.

Networking

Ability to network with a diverse range of organisations and people, evidence of an established network of key stakeholders and the ability to grow it further.

Commerciality

Experience of growing a business/team and negotiating with a range of commercial organisations.

Financial

Track record in managing budgets and ensuring all appropriate controls and governance are in place and working effectively.



NEXT STEPS

Ellwood Atfield recruits for organisations that are seeking to influence their external and internal environments.

We are specialist head-hunters recruiting association leaders, corporate affairs, communications, public affairs, sustainability, policy, regulatory, and media relations professionals.

Following interviews with Ellwood Atfield, successful candidates will be invited for interview with Sustainable Aviation.

Please contact Gavin Ellwood or Geraldine Hetherington for an initial discussion



Gavin Ellwood is the Founder of Ellwood Atfield and has over 25 years' headhunting experience. He specialises in the appointment of senior leaders and advises the boards of a diverse range of global organisations on the appointment of communication and advocacy experts. Gavin is a Past Master of the City of London Company of Communicators.

07768 927 209 gavin@ellwoodatfield.com



Geraldine Hetherington is a Board Director of Ellwood Atfield and specialises in search work for trade associations, professional bodies, think tanks, charities, and corporates. A qualified solicitor, she spent 16 years in headhunting. Geraldine was the Chief Operating Officer of Hudson Global, Inc. in the UK and the former HR Director of Monster and TMP.

07540 726 238 geraldine.h@ellwoodatfield.com