

# **Aurigny Air Services**

## **Chief Commercial Officer**

**Introduction:** The Chief Commercial Officer (CCO) is a key member of the Executive Leadership Team, accountable for driving profitable growth, optimising route economics, and enhancing the customer proposition. You will set and lead the airline's commercial strategy—including network planning, pricing and revenue management, sales and distribution, marketing, and customer experience.

You will balance financial performance with public service obligations, managing complex regulatory requirements, market dynamics, and capacity constraints across the Channel Islands and UK mainland. Leading a multi-disciplinary team, you will champion innovation, collaboration, and operational integration to unlock value and deliver excellent customer outcomes.

**Reporting to:** Chief Executive Officer

**Location:** Guernsey

### **Main Duties:**

#### **Strategic Commercial Leadership**

- Define and execute Aurigny's commercial strategy in alignment with its operational capabilities, public service obligations, and financial objectives.
- Lead the identification of new market opportunities and commercial models—including growth markets, PSO routes, and strategic partnerships.
- Develop robust short-, medium- and long-term network plans that optimise aircraft utilisation, load factors, and yield performance.

#### **Revenue and Route Optimisation**

- Oversee pricing and revenue management functions to deliver against revenue, RASK and route profitability targets.
- Monitor and manage performance against budgets, forecasts, and key commercial KPIs (including CASK, LF, OTP, and market share).
- Implement data-driven approaches to maximise revenue integrity, reduce leakage, and improve commercial return on capacity.

#### **Distribution, Sales and Ancillary Revenue**

- Lead and evolve our multi-channel distribution and sales strategy (including digital, call centre, corporate sales, and agency networks).
- Expand ancillary revenue streams across travel extras, baggage, seating, retail partnerships, and hospitality packages.

- Strengthen our customer segmentation strategy and loyalty proposition, enhancing conversion, retention, and brand equity.

### **Marketing, Public Relations and Customer Experience**

- Shape a compelling, data-informed marketing strategy that enhances brand awareness, supports sales activity, and reflects Aurigny's identity as a trusted lifeline service.
- Oversee customer contact operations and drive service improvements, rooted in customer insight, NPS, and complaint trends.
- In consultation with the CEO, lead stakeholder and media engagement in collaboration with PR and communications colleagues.

### **Partnerships and Connectivity**

- Negotiate and manage interline, codeshare and commercial agreements with airline and travel partners to expand network reach.
- Represent the airline with external partners including airports, tourism bodies, regulatory bodies, and government stakeholders.

### **Executive Leadership and Team Development**

- Act as a core member of the Executive Team, contributing to corporate strategy, governance, risk and compliance.
- Lead, coach and develop a high-performing commercial team with clear accountability, succession planning, and performance management frameworks.
- Foster a collaborative culture of innovation, customer focus, and cross-functional alignment.

### **Key Criteria:**

- Significant senior-level experience in a commercial leadership role within an airline or aviation-related organisation.
- Comfortable with public speaking and representing the Company to senior level audiences.
- Proven track record of P&L ownership, network and revenue optimisation, and customer-focused growth delivery.
- Expertise across pricing, route planning, distribution strategy, customer experience, marketing/PR and digital transformation.
- Deep understanding of public service obligations, lifeline connectivity, and regional aviation challenges.
- Demonstrable experience operating at Executive / C-suite level, with Board engagement.
- If not already, then willing to be based in Guernsey.

## **Skills and Attributes**

- Strategic and analytical: Able to assess complex data, identify trends, and make decisive, evidence-based decisions.
- People-centred leader: A natural coach with strong emotional intelligence who empowers others while holding high standards.
- Commercially astute: Entrepreneurial, innovative, and agile in responding to market shifts.
- Collaborative communicator: Builds strong relationships with internal stakeholders, customers, and regulators.
- Resilient operator: Thrives under pressure, can manage ambiguity, and makes calm decisions during disruption.
- Willingness to get involved in detail and drive initiatives in a hands-on manner.

## **Desirable Criteria:**

- Experience within a European regional carrier or state-owned airline.
- Familiarity with the Channel Islands or similar small-island economies.
- Knowledge of the regulatory and political context of aviation in the UK and Europe.
- Degree in Business, Economics, Aviation Management or a related field (MBA preferred).