



Position Description

Title	Regional Director – AU, USA & ROW
Business Development	
Locations:	Christchurch
Reports to:	Head of Business Development
Direct Reports:	N/A
Indirect Reports:	N/A
Date:	September 2025

Overview

Airways International Ltd (AIL) is the commercial arm of Airways New Zealand – providing air traffic services training, simulation & selection solutions, uncrewed traffic management, aeronautical information management, flight procedures and aviation consultancy services to the global aviation industry.

As pioneers and market leaders, we partner with some of the best in the industry to develop and deliver world-leading products and services. To learn more about our people and organisational structure, check out www.airwaysinternational.com

Purpose of the Position

The primary purpose of the Regional Director position is to increase sales revenues for AIL within this region, by establishing new business channels and promoting technical solutions to the aviation industry globally. This will be achieved by building multi-level relationships within customer organisations, developing sales and marketing opportunities, communicating value propositions, submitting tenders and/or proposals to customers.

The role is responsible for:

- Business development and developing sales and marketing opportunities, in particular with this region.
- Building multi-level relationships and account management within customer organisations.
- Selling initiatives, communicating value propositions and management of the sales pipeline.
- Validation of opportunities, submitting tenders / proposals and negotiating contracts with customers.
- Gathering customer feedback and participating in AIL marketing initiatives.



- Gathering competitor feedback and leveraging this for decision making and future plans.
- Growing the AIL's revenue and customer base.
- Representing AIL across this region.

General

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform, if asked to do so.

Key Areas of Accountability

Leadership	<ul style="list-style-type: none">▶ Provide direction, empower, motivate and develop others in order to achieve business unit, group and organisational goals.▶ Be a role model for our shared values.▶ Provide leadership to develop and build an engaged and high performing team.▶ Champion and communicate Airways International Limited's (AIL) vision in all business development and client interactions.▶ Lead by example as the primary representative of AIL, consistently demonstrating professionalism and integrity.▶ Foster a customer-centric culture by deeply understanding client needs and guiding the team in translating these into actionable insights.▶ Build and sustain long-term client relationships through strategic engagement and a commitment to mutually beneficial outcomes.▶ Drive excellence in customer experience by setting high standards for service delivery and measurable performance.▶ Model self-leadership by working independently with discipline and alignment to AIL's values and expectations.
Sales & Business Development	<ul style="list-style-type: none">▶ Develop sales and business plans in collaboration with the Head of Business Development, outlining key actions to achieve revenue and strategic goals.▶ Build and manage a dynamic sales pipeline, maintaining detailed client records and tracking progress from initial engagement through to sale closure.▶ Consistently secure and close new sales that deliver strong financial and strategic returns.▶ Collaborate with internal teams (products, services, legal, and finance) to shape compelling, profitable solutions tailored to client needs.▶ Deliver professional sales presentations and proposals, and travel as required to support client meetings and deal negotiations.



	<ul style="list-style-type: none"> ▶ Represent AIL at trade shows and client events to promote offerings and gather market intelligence. ▶ Support other Regional Directors 'as and when' needed on specific projects. Support a collaborative effort through sharing information and knowledge.
Customer Account Management	<ul style="list-style-type: none"> ▶ Identify key contacts and decision makers within target organisations and initiate professional engagement to establish long-term, profitable relationships. ▶ Build and maintain strong, business-focused relationships with clients, both pre- and post-sale, fostering trust, credibility, and loyalty. ▶ Understand client needs and define tailored solutions aligned with AIL's approach. ▶ Prepare accurate, client-specific proposals and supporting materials that clearly communicate key selling points and represent AIL professionally.
Sales Opportunity, Bids & Market Insights	<ul style="list-style-type: none"> ▶ Progresses opportunities through the Commercial Framework and the Bid Management Framework, by identifying client-specific strategies and maintaining accurate sales intelligence. ▶ Gathers, analyses, and shares market and customer insights — including trends, competitor activity, and commercial opportunities — to inform product development, marketing, sales, and strategic decisions. ▶ Develops and positions tailored AIL solutions through collaboration with internal teams, advisors, and suppliers, ensuring high-quality, timely RFI/RFP responses aligned with client needs.
Contract Negotiations	<ul style="list-style-type: none"> ▶ Manage the end-to-end contract process, including preparation, stakeholder input, and alignment with AIL's Delegated Financial Authority Framework. ▶ Lead collaborative negotiations to finalise contracts and pricing, ensuring profitability, risk management, and protection of AIL's interests. ▶ Maintain a thorough understanding of contract terms, including local requirements, and provide internal guidance on contract interpretation. ▶ Responsible to ensure internal and external specialist support from Finance and Legal elements on Country specific requirements, such as taxation, currency and invoicing.
Self-Development	<ul style="list-style-type: none"> ▶ Monitors own performance and seeks development opportunities to improve performance. ▶ Implements agreed development plans within agreed timeframes.



Health & Safety	<ul style="list-style-type: none"> ▶ Responsible for pro-actively ensuring that the priorities of safety, and the principles adopted to secure it, are made explicit to all staff and contractors. ▶ Accountable for providing a safe work environment and implementing Airways/AIL health & safety systems for all staff and contractors. ▶ Accountable for creating a culture that promotes health & safety. ▶ Responsible for ensuring staff and contractors understand their health & safety obligations including obligations to keep Airways/AIL secure. ▶ Responsible for driving continuous improvement in all aspects of health & safety and ensuring any current or new work practices are assessed for potential safety impact and they deliver on safety excellence.
Travel Requirement	▶ Work may be required in other locations within NZ/internationally to perform the duties of the role.
Budget	▶ Responsible for managing an <u>opex</u> budget of \$NIL.
Financial Delegation	<ul style="list-style-type: none"> ▶ Delegated financial authority for <u>capex business cases</u> \$NIL. ▶ Delegated financial authority for <u>transactional expenditure</u> of \$100K.
Contractual Delegation	<ul style="list-style-type: none"> ▶ Signing Authority to a limit of \$NIL. ▶ Please refer to Delegated Financial Authority Policy for further information.
Legislative Owner	▶ NIL
Safety Sensitive	▶ No

Key Relationships / Customers	Nature of Relationship
Internal	
Head of Business Development	Reports to – delivers for, supports and works with
Business Development team, AIL Products and Services teams	Work collaboratively with to deliver key projects
Wider AIL people, including legal and finance	Key stakeholders and customers - work collaboratively with to deliver key projects
Airways legal team	Colleagues, works with and supports
AIL and Airways people	Works with and supports



External

AIL Clients (current and potential)	Key stakeholders and build positive relationships
Channel Partners	Build positive relationships
Suppliers	Build positive relationships
Agents	Manages

Formal Qualifications / Training / Experience	Required	Desirable
Tertiary qualification in business, marketing, commerce or similar degree.		✓
More than 5-6 years' experience in a competitive global sales environment.	✓	
Experience in developing proposals, bids and negotiating contracts for the international market.	✓	
Significant experience with relationship and account management.	✓	
Familiarity with business systems and aviation is desirable.		✓
Moderate capability using MS Office products.	✓	
Experience working in the aviation sector.	✓	

Key Competencies / Skills / Knowledge	Required	Desirable
Leadership - Motivates and empowers others to achieve individual and organisational goals.	✓	
Our Values - Demonstrates the Airways/AIL Values consistently and naturally, showing a personal commitment to value Safety, One Airways, Excellence and Success; consistently exhibits behaviours that inspire understanding of and commitment to these values.	✓	
Sales Planning: Focuses on targeted markets with a clear, systematic sales approach aligned to overall goals. Prioritizes daily activities, plans ahead to maximize time, accurately forecasts opportunities, drives sales to closure, ensures client satisfaction, and implements plans to maintain ongoing relationships.	✓	



Collecting and Analysing Information: Identifies requirements, gathers data from multiple sources, verifies accuracy, and suggests improvements aligned with the end goal.	✓	
Customer & Partnership Focused: Builds strategic, long-term relationships by understanding customer needs, managing expectations, and delivering on commitments. Drives a customer-centric culture across AIL and measures success against customer-focused targets.	✓	
Developing Solutions: Understands client needs to develop effective solutions, identifies issues for technical experts, and collaborates to create detailed, feasible proposals within their expertise.	✓	
Information Gathering: Clarifies client objectives and gathers relevant information through networks to support business development. Seeks clarification as needed and shares useful market intelligence within AIL Training.	✓	
Commercial Acumen: Ensures profitability by reviewing costs, assessing variations, validating pricing with experts, communicating costs internally, and evaluating risks before pursuing opportunities.	✓	
Convincing: Presents tailored, well-supported proposals highlighting AIL's benefits, follows up to assist and identify opportunities, and briefs others to confidently promote the solution.	✓	

Key Behaviours – Leading Self			Required
Put Our People First	Lead and Engage Authentically	Coaches and develops others: Helps others in day-to-day tasks and promotes a One Airways approach by sharing knowledge with others. Fosters trust, safety, and inclusion: Treats others with respect and values diverse perspectives. Celebrates the success and achievements of others: Congratulates peers on their success.	✓



Serve all Airspace users	Safety Focused Thinking	<p>Operates with a safety-led mindset: Takes personal accountability for the safety of themselves and those around them, and proposes new ideas to improve safety.</p> <p>Applies a customer-centric lens: Understands the needs of relevant customers and stakeholders.</p>	✓
Unlock Future Growth	Innovation & Results Driven	<p>Focuses on growth, financial performance, and drives innovation: Focuses on growth and financial impacts and looks for innovative solutions.</p> <p>Considers future needs when making decisions: Understands future objectives and needs.</p> <p>Strives for excellence in performance: Completes day to day tasks at a high quality.</p>	✓
Support Sustainable Aviation	Sustainability Champion	<p>Promotes sustainability and champions sustainable practices: Champions Airways commitment to sustainability.</p> <p>Embeds and improves sustainable practices: Adopts sustainable practices and proposes ideas for incorporating sustainability into existing processes.</p>	✓

Our values underpin everything we do



We are **safe**

Safety is at the forefront of everything we do. We are committed to the safety of our people, operations and the communities we serve.



We strive for **excellence**

We deliver our best work each and every day, and look for ways to continue to improve what we do



We are **One Airways**

We all have our own areas of expertise and by working together, collaborating and sharing knowledge, we achieve our aspiration



We celebrate **success**

We recognise our people's achievements, big and small, and celebrate our successes