

2020

A Year in Review



A message from the Director



We started last year, much like everyone else, with a significant plan for 2020 - a plan that was soon to go out of the proverbial window when Covid-19 wreaked havoc around the world.

If I cast my mind back to the start of the year, we were riding high after hosting our first live job fair, the Aviation Job Expo, at London Gatwick

in October 2019. From the success of this, we decided to host our second job fair virtually in February 2020.

The virtual event was a roaring success with 1,153 jobseekers attending to speak and apply for jobs with the fourteen exhibitors, including Virgin Atlantic, Air Baltic, Magnetic MRO and Thales.

Ironically, the term 'virtual event' wasn't as well known back in February. Unbeknown to us, just weeks after our virtual event, national lockdowns were announced around the world and thousands of businesses switched from live to digital platforms.

As well as a global pandemic to contend with, the aviation industry suffered another fatal blow earlier this year. On March 5th, the regional airline, Flybe, collapsed leaving 2,400 unemployed. This was of course just months after Thomas Cook collapsed in September 2019 leaving 21,000 without a job, 9,000 of those in the UK.

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Following Flybe’s collapse, we recognised that we had a responsibility to help these skilled workers back into jobs.



Mark Harkin (markyharky)

Following the news of Flybe's collapse, we recognised that we had a responsibility to help these skilled workers back into jobs so we pulled together a free last minute virtual job fair.

On the day, 685 jobseekers turned up to discuss career opportunities with the nineteen exhibitors, including Bombardier, BAE Systems, Cathay Pacific, L3 Harris and Farnborough Airport.

We'd hoped the event would be positive news for those unexpectedly thrust into unemployment and we were thrilled with the phenomenal feedback we received.

However, darker forces were at work and just three days after the Flybe event, Boris Johnson announced a national lockdown for the UK. By the end of March, over 100 countries were in full or partial lockdowns, resulting in international travel coming to a virtual standstill.

Things did initially slow down for Aviation Job Search and while it wasn't ideal, it presented us with a golden opportunity to sit back and assess how we could develop Aviation Job Search to provide an even better product.

We knew we couldn't just sit around waiting for the storm to pass. Hard work and determination would be the key ingredients to see us through these unprecedented times.

Between March and August, we contacted thousands of jobseekers and clients to discover the features which they would love to see. Using this feedback, we came up with a plan to make their experience of Aviation Job Search quicker, more efficient and intuitive.

Since August, we've been working unbelievably hard behind the scenes to bring those ideas to life. More information about our exciting relaunch can be found between pages 15 -19, but phase 1 is set to launch in early 2021 with even more significant features to be released throughout the year.

While it has been one of the more challenging periods in Aviation Job Search history, we're extremely proud of the work we've done and we can't wait for everyone to see it. We know you're going to love it!

I'd like to give a special mention and thank the Aviation Job Search team for all their hard work in unusual circumstances. I'd also like to thank our clients who 'kept calm and carried on recruiting' in the last few months. Your support, as ever, is much appreciated.

Dave Capper

Director of Aviation Job Search

About Us

Aviation Job Search was launched in 1999 to connect employers and jobseekers in the aviation industry.

Over the past 22 years, we've grown to become the world's leading destination for discovering extraordinary career opportunities and for finding and recruiting top talent.

Our Motivation

Our sole purpose is to connect employers with skilled professionals for specialist roles. By doing this, we provide jobseekers with the opportunity to flourish in a career they love and we help businesses thrive by recruiting talented individuals.

Aviation Job Fair Insights



12th February 2020

Exhibitors	14
Visitors	1,153
Booth visits	7,945
Webinar views	530
Job applications	973



20th March 2020 (Flybe)

Exhibitors	19
Visitors	685
Booth visits	4997
Webinar views	281
Job applications	1,026

“The situation myself and fellow former Flybe employees find ourselves in is not an easy one.

While most of us at least have our health, the worries that redundancy and the coronavirus have put on us and our families are considerable.

It has been hard to see much light at the end of the tunnel, with the aviation industry being particularly hard hit. It is with this in mind that an event such as the Aviation Job Search Job Fair is so important.”

John Prudence

**Ex-Flybe Line
Training Captain**



How Covid-19 Impacted Jobs in the Aviation Industry

With only essential travel permitted, thousands of passenger jets were grounded around the world. With the skies eerily empty, businesses scrambled to react, resulting in the devastating loss of countless jobs.



After years of record traffic growth and profitability, the aviation industry faced the sharpest and most sustained fall in air traffic demand as the coronavirus pandemic wreaked havoc with international travel in 2020.

Under normal circumstances, aviation and the tourism it facilitates supports 87.7 million jobs worldwide. Over 11 million of those jobs are within the sector itself including employment at airlines, airports, air traffic management and civil aerospace manufacturers.

Despite the furlough scheme, thousands of job losses have already been announced by major airlines, including British Airways, Virgin Atlantic and American Airlines.

Executive Director of the cross-industry Air Transport Action Group, Michael Gill said, "Our analysis shows that up to 4.8 million jobs in aviation may be lost by the beginning of 2021, a 43% reduction from pre-COVID levels."

He continued, "When you expand those effects across all the jobs aviation would normally support, 46 million jobs are at risk. These include highly-skilled aviation roles, the wider tourism jobs impacted by the lack of air travel and employment throughout the supply chain in construction, catering supplies, professional services and all the other things required to run a global transport system."

The UK government has come under fire several times throughout the year, accused of failing on key issues including airport testing and last minute changes to quarantine rules. In September, the head of Southampton, Aberdeen and Glasgow airports accused ministers of "overseeing the demise of UK aviation."

The response to the pandemic is an ever changing situation but with the near total shutdown of worldwide travel for several months, coupled with health concerns and the uncertainty on quarantine rules, some experts predict that air travel will not recover to pre-COVID levels until around 2024.

However, others remain defiant and anticipate the industry to bounce back a lot quicker, particularly with the rollout of a UK vaccine from December 2020. Within just 24 hours of the Pfizer vaccine announcement in November 2020, TravelSupermarket reported a 54% increase in holiday searches, indicating that demand is still high.

* The statistics and quotes displayed are taken from [airlines.iata.org](https://www.airlines.iata.org)

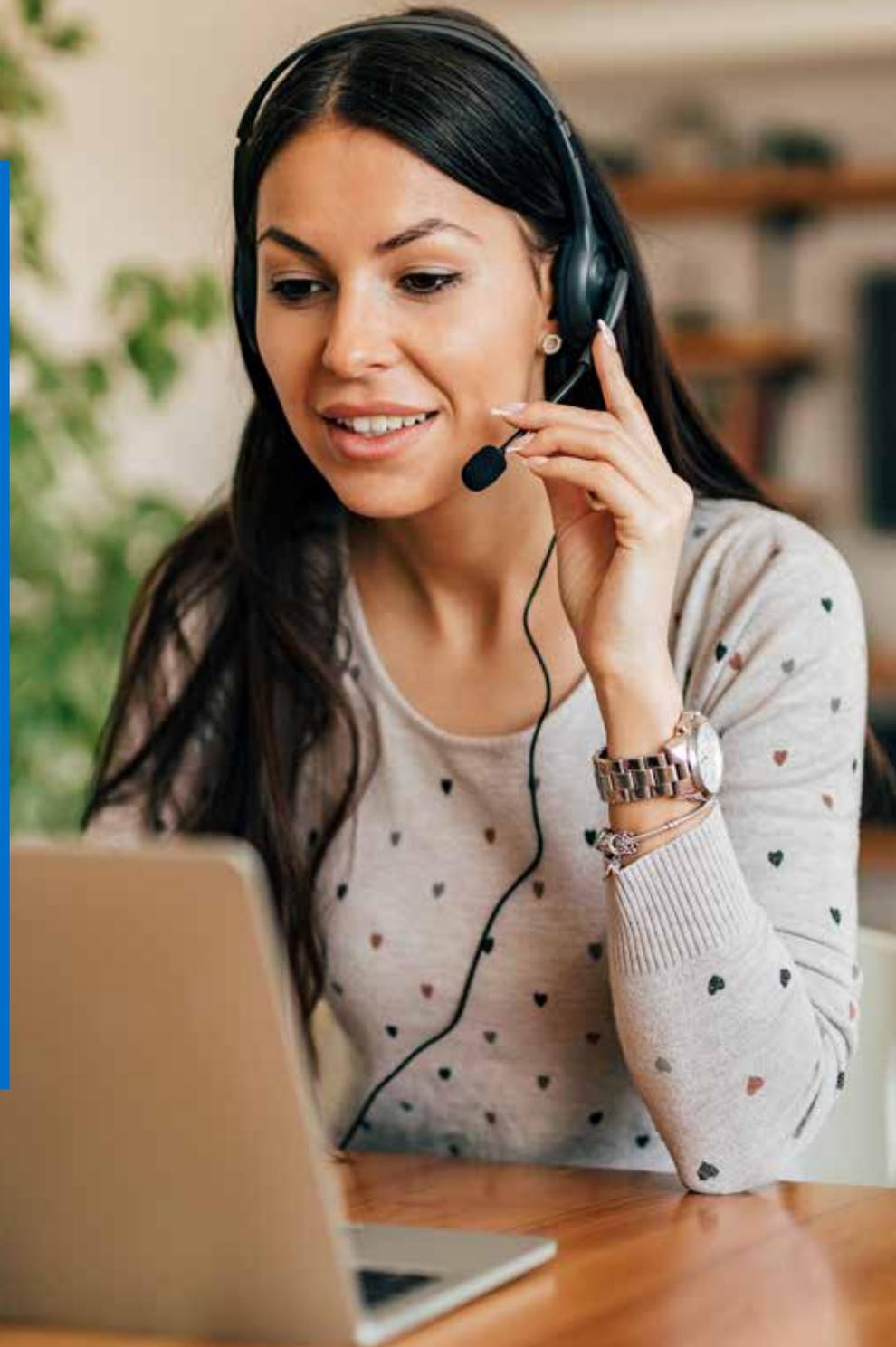


“ Within just 24 hours of the Pfizer vaccine announcement, TravelSupermarket reported a 54% increase in holiday searches, indicating that demand is still high. ”

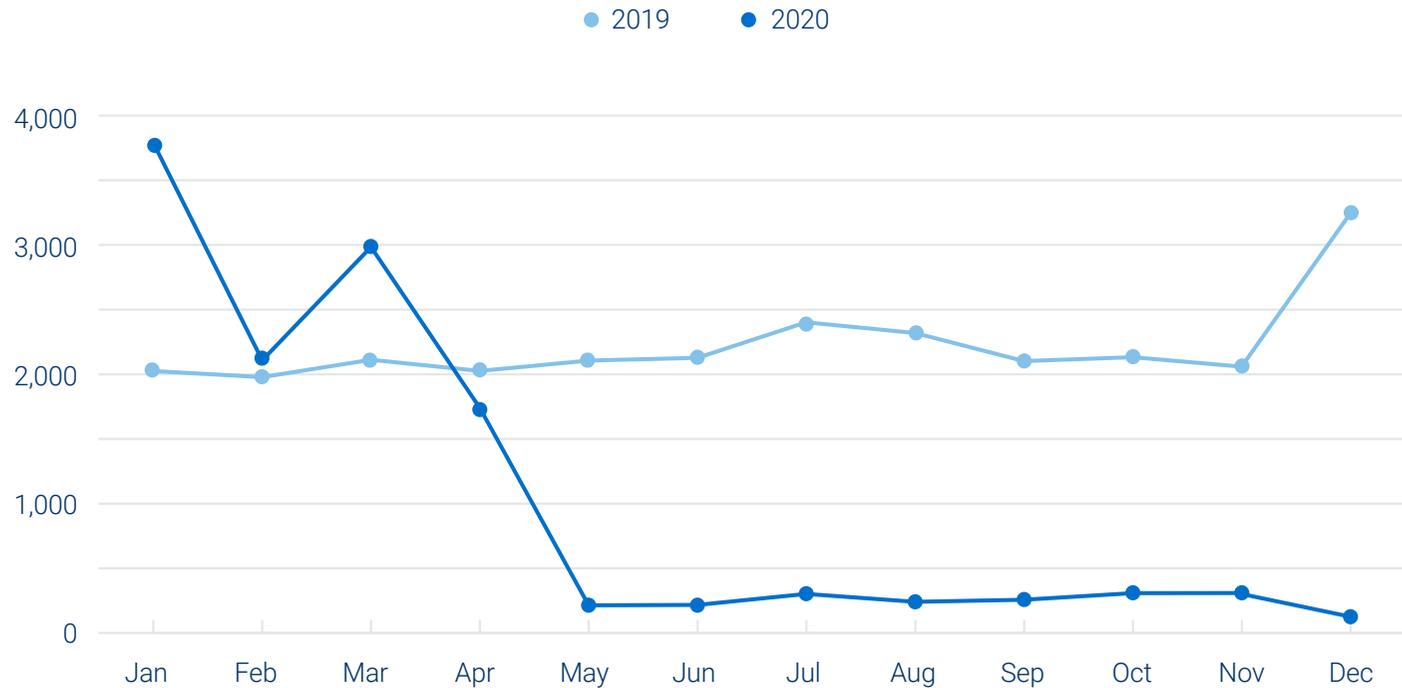


How Covid-19 impacted Aviation Job Search

As expected, the year started like any other with a spike in traffic and applications. When the unexpected happened, fewer career opportunities were available, resulting in an increase in applications for the employers who continued recruiting throughout.



Jobs Posted to Aviation Job Search per Month



The average number of jobs posted every month was 1,051, a **decrease of 53%** from 2019.



Applications per job **increased by 244%** between March and December.



Employers were predominantly searching for **Engineers, Captains** and **B1 Licensed Engineers**.



The most applied to jobs were for **B1 Licensed Engineer, Mechanic** and **Engineer** opportunities.



Our CV database **grew by 2.45%**



Our registered jobseekers **grew by 3.48%**



On average, over **184,000 jobseekers** visited Aviation Job Search every month.

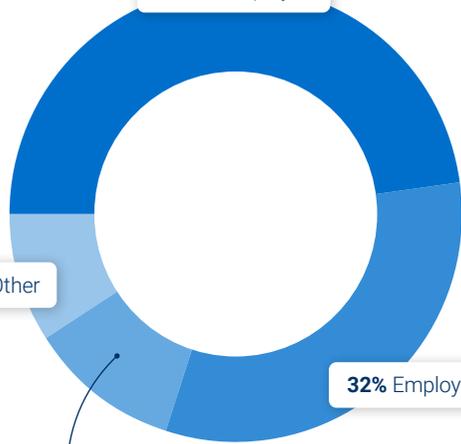
How Covid-19 Impacted our Jobseekers

Since March, we regularly interviewed our jobseekers to understand how Covid-19 was affecting their lives and careers. We were also keen to discover their feelings about how the government and their most recent employer handled the pandemic. The results from one survey in particular were startling.



What is your employment status?

48% Unemployed



9% Other

32% Employed

11% Furloughed/Part Furloughed

89%

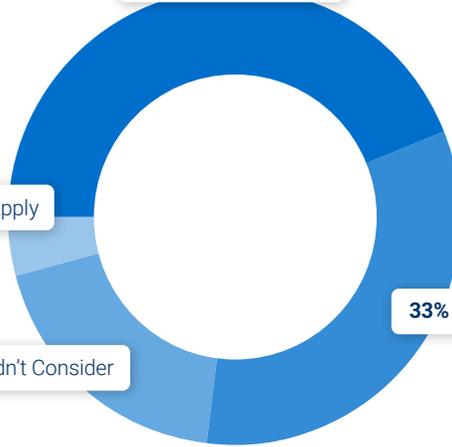
89% are worried about their future in aviation.

86%

86% believe the UK government could be doing more to help the aviation industry get back on its feet.

Would you consider reskilling in order to take another job?

44% Would Consider



4% Didn't Apply

19% Wouldn't Consider

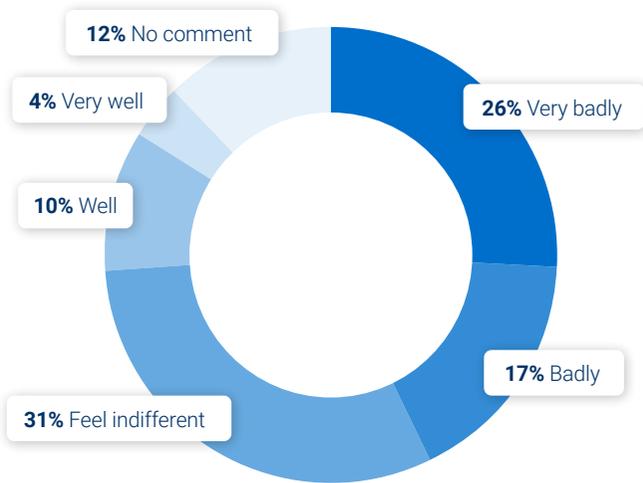
33% Would Potentially Consider



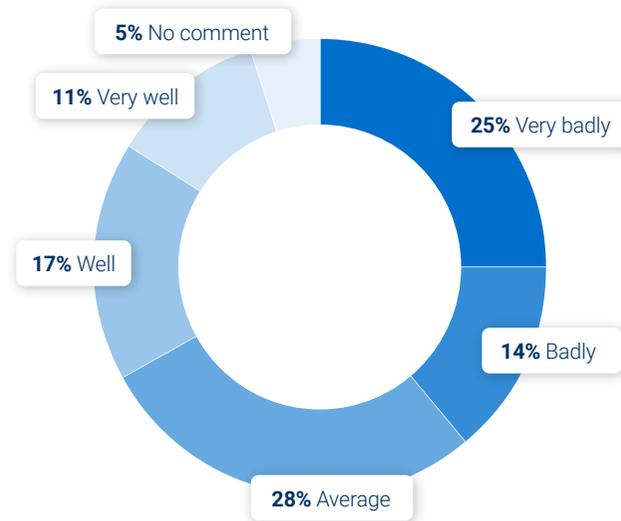
There is no 'right' way to handle the pandemic, it's constantly evolving so the response has to evolve too.



How do you feel the UK government has handled the pandemic overall so far?

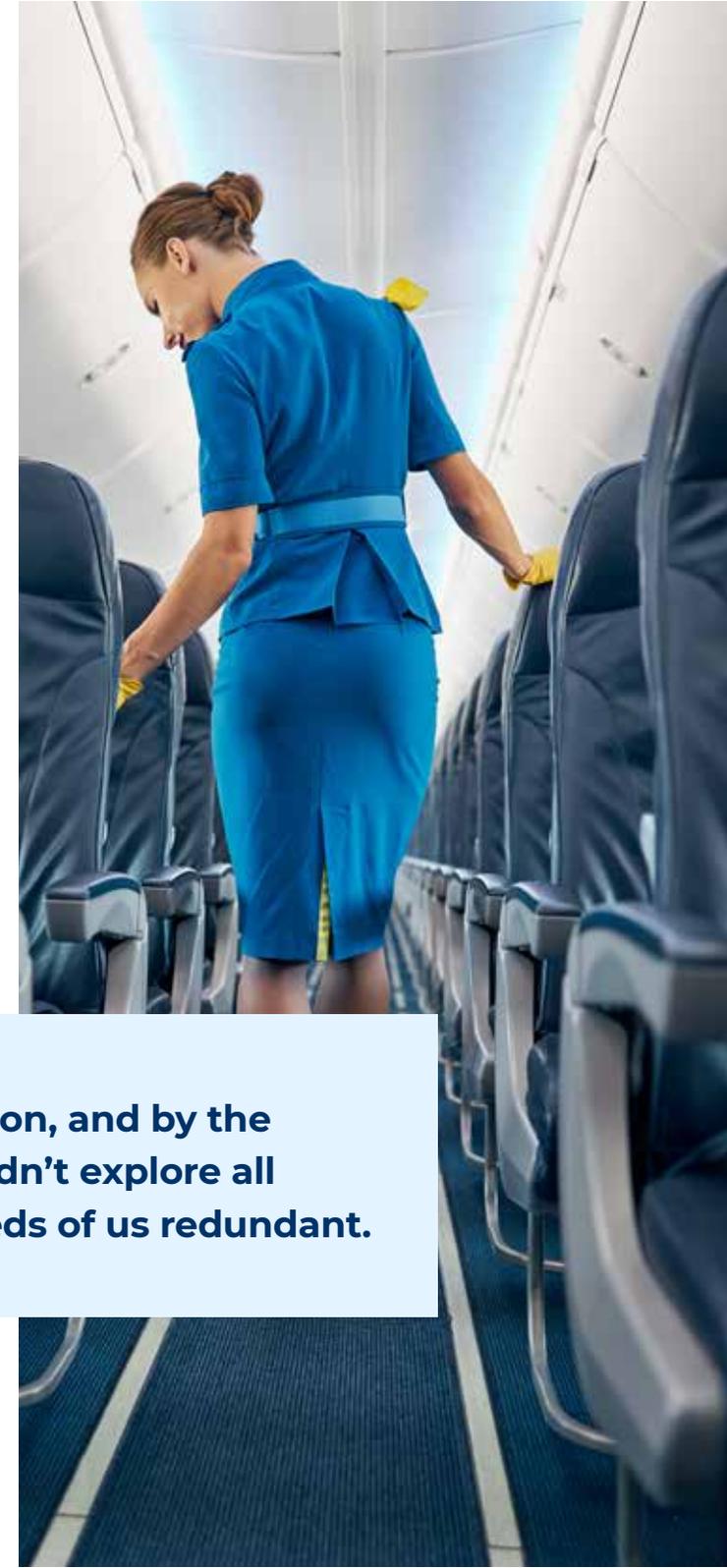


How do you feel your most recent employer has handled the pandemic in relation to their employees?



“No-one expects the government to get it 100% right, but they should have got more than 5% right.”

“I feel let down by my trade union, and by the company I worked for. They didn't explore all options before making hundreds of us redundant.”



How Covid-19 Impacted Searching for Jobs

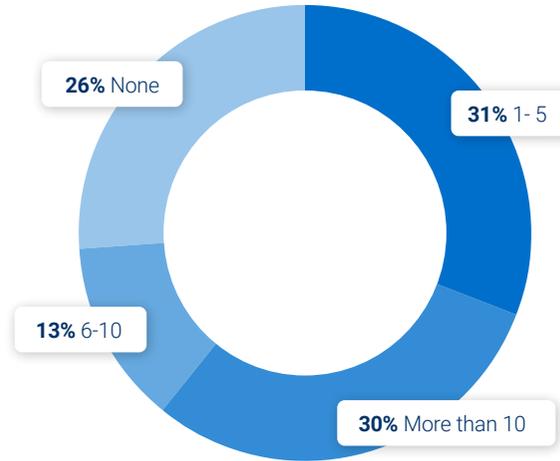
We were also keen to understand how job searches and priorities had changed as a result of this year's events. The results were fascinating and paint a powerful picture of the current aviation job market.



How long have you been job hunting?



How many jobs have you applied for during your current job search?

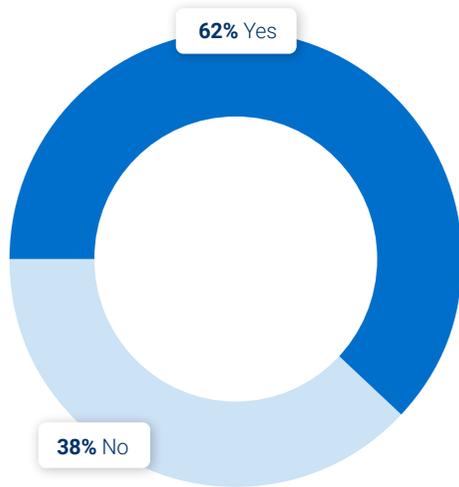


What information is most important for you to see in a job advert?



“I never understand why salaries are missed off job descriptions. I wouldn't take the time to apply for a job which might not match what I am looking for.

Do you feel most job adverts provide the information you are looking for?



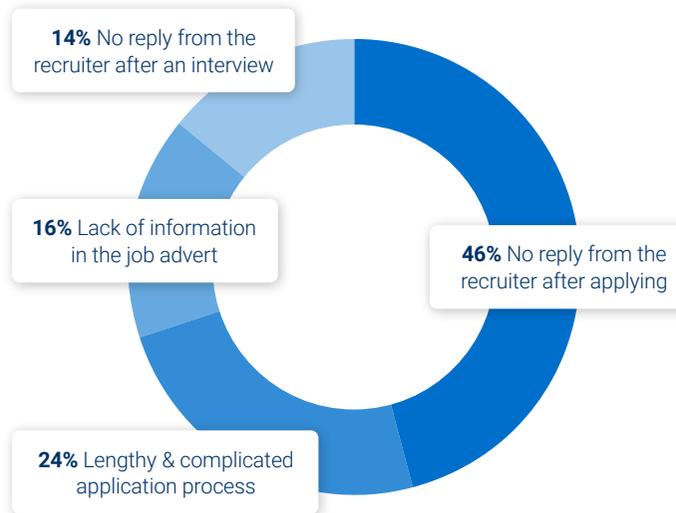
If no, what information do you find is often missing?

1. Salary

What information do you want to know about an employer?

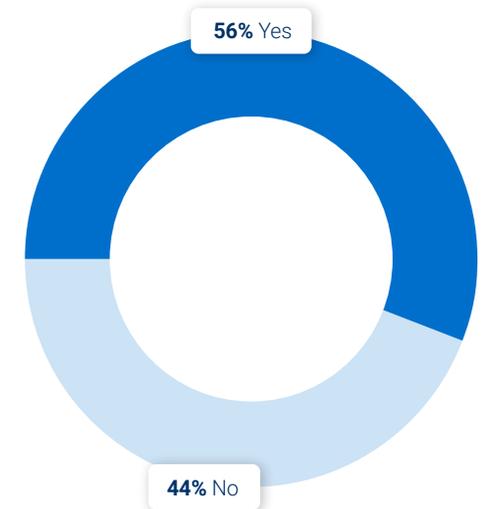
1. Salary
2. Company culture
3. Diversity

What do you find most frustrating about job hunting?



“Time is valuable and not knowing why the application is rejected would help with future searches.”

Have your career priorities changed as a result of this year's events?



If yes, in what way have your priorities changed?

1. Searching for long term/stable employment (rather than contract work)
2. Salary expectations are lower
3. Considering taking work (or already working) outside of the aviation industry

A woman with her hair in a bun, wearing a blue graduation gown over a white shirt and a red collar, is seated at a desk in a computer lab. She is looking out of a window to her right with a thoughtful expression. The background shows rows of computer monitors and desks.

Our Response to Covid-19

The Covid-19 pandemic had a significant impact on businesses around the world - and we were no exception. As the response to the situation changed frequently, we knew we had to adapt, be flexible and plan the long term future of Aviation Job Search.

As things slowed down from April, we took the time to strategically review the fundamentals of Aviation Job Search and search for ways in which to cultivate. As Sir Winston Churchill said, "Never let a good crisis go to waste," meaning that in times of trouble, great things can occur if the opportunity is seized.

We started by interviewing thousands of jobseekers and clients to establish the features they would like to see enhanced or added. In August, we compiled huge amounts of data into a comprehensive plan to revamp the site. Once equipped with our plan and goals, we set about working hard behind the scenes to bring those concepts to life.

For our jobseekers, the new features will simplify the application process, offer more detailed job descriptions and improve the job search functionality. Enhanced search functionality means that jobseekers can discover relevant career opportunities quicker and easier than ever before.

We can also exclusively reveal that for the first time ever on our platform, jobseekers will be able to apply for jobs using their Aviation Job Search profile instead of their CV. This will allow jobseekers to showcase their talent, skills and experience beyond the CV, which means a better chance of reaching the interview stage and landing their dream job.

The screenshot displays the Aviation Job Search profile page for Mr. Charles Ottoman. The page is divided into several sections:

- Profile Summary:** A sidebar menu with sections for Details (Personal Details, Skills, Upcoming Position), Experience (Executive Summary, Professional Experience), Education (Academic Qualifications, Certifications, Professional Credentials), and Extra Curricular (Languages, Hobbies & Interests, Personal Projects, Awards & Honours). Buttons for "Upload CV" and "Download Profile" are visible.
- Education Progress:** A progress bar shows 60% completion with the text "Education is an important part of your profile" and a button to "Add Academics".
- Profile Card:** Features a profile picture of Mr. Charles Ottoman, his name, title "First Officer", email "charles-ottoman@gmail.com", phone "561-953-2373", location "London, United Kingdom", and nationality "British".
- Job Details:** Lists "Current Salary" as £80,000 and "Desired Contract" as Permanent. "Desired Location" includes Heathrow Airport, Gatwick Airport, Stansted Airport, Luton, London City Airport, and Southend Airport. Tags include "Actively looking", "Work remotely", "Willing to relocate", and "3 years experience".
- Skills:** Lists "physics", "maths", "ability to understand technical information", "aircraft functionality", and "spatial awareness and coordination".
- Executive Summary:** A placeholder for the user's executive summary.
- Professional Experience:** Shows "Item title (Jan 2007 to Present)" and "First Officer in Arrow air - Miami, FL (Jan 2007 to Present)". Details include "Boeing 757/767 9,001 hours as FO" and "Boeing 737 9058 hours as FO". An achievement is listed: "Take home more than 459 soldiers". A button to "Add Professional experience" is present.
- Education:** A section for "Academic Qualifications" with a button to "Add Academic Qualification".

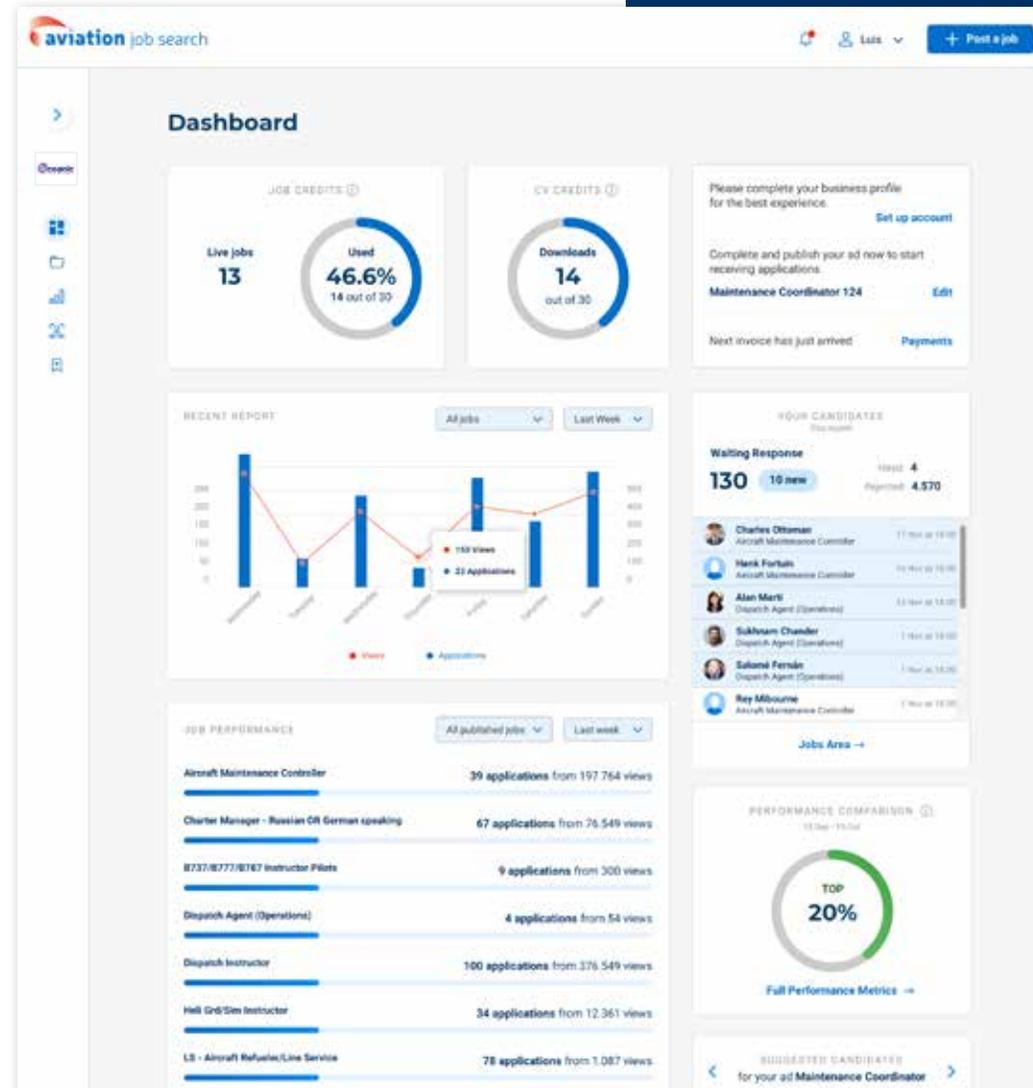
Jobseekers will be able to apply for jobs using their Aviation Job Search profile instead of their CV

For our clients, it will be easier to post jobs and view detailed insights into the performance of their jobs. Clients will also be able to compare how they are performing against other employers on Aviation Job Search.

We'll also be providing enhancement indicators on live job posts. For example, if the salary offered is below the industry average, we'll flag it to ensure job posts achieve their maximum potential.

We're also proud to announce that our CV database will be the smartest version to date and jam packed with more comprehensive data. We'll even suggest candidates which could be relevant to you based on recent search data.

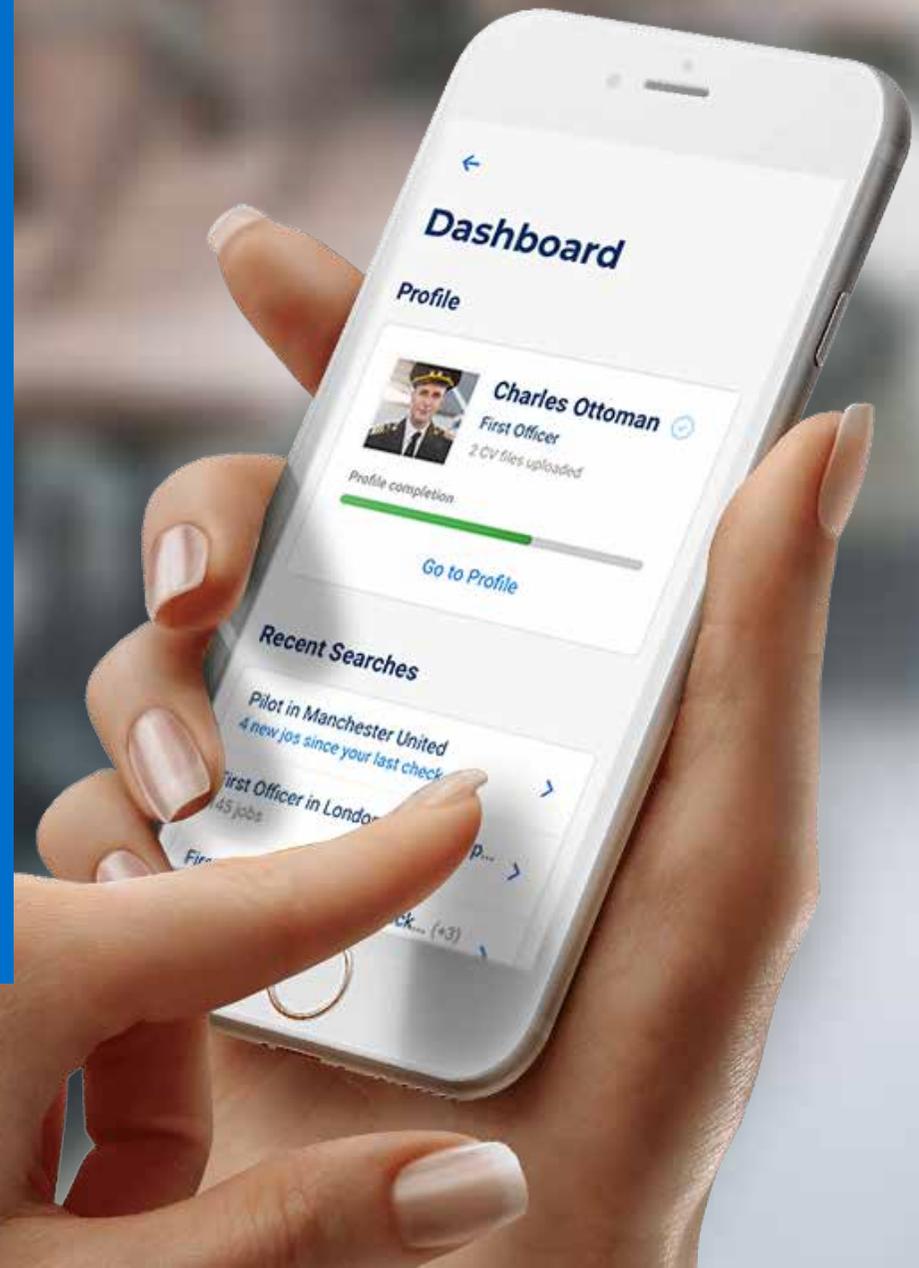
These features are just the first phase of the revamp which will launch in January 2021. Selected individuals will be exclusively invited to try out the platform and offer their feedback. From February, the updates will be available for everyone to use and benefit from.



For our clients, it will be easier to post jobs and view detailed insights into the performance of their jobs.

2021 and Beyond

From our extensive research, we discovered that jobseekers were searching for more than just career opportunities from Aviation Job Search which is why phase 2 and 3 of the relaunch will focus on career development support and creating a community in which professionals can connect.



Exciting Developments Coming in the Next 18 Months

2021 2022



Salary and take home calculators

Upskilling opportunities

A day in the life features

Recommended entry points for specific career paths

CV and interview tips



Mentorship guidance

Expanded professional profiles

Enhance your professional reputation by posting achievements, articles and day in the life features

Community Q & A board



Assessments

Revamped courses platform

End to end career guidance

Career case studies

Events integration



A Final Word from Dave Capper

To close, I'd like to acknowledge that while the industry is in a period of uncertainty, we are confident that things will return to 'normal' in the not too distant future. The industry has been rocked by major challenges throughout the years but it has always found a way to come back stronger through the resilience, determination and innovation of the exceptional individuals that work within it.



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