

**GOODWOOD**

**The Role**

The **Commercial Projects Manager** will be part of the **Commercial Team** reporting to the **Director of Commercial Development.**

**About us**

Goodwood is a quintessentially English estate, set in 12,000 acres of rolling West Sussex countryside. Rooted in our heritage, we deliver extraordinary and engaging experiences in modern and authentic ways. But what really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes Goodwood the unique place it is.

**Passionate People**

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood.  We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for Goodwood to be **‘the home of exceptional experiences’**.

**Our Values**

**The Real Thing Derring-Do Obsession for Perfection Sheer Love of Life**

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| --- | --- | --- | --- |
| Always inspired by Goodwood’s heritage | Daring to surprise and delight | Striving to do things *even* better | Sharing our infectious enthusiasm |

**Purpose of the role**

The Commercial Projects Manager is a vitally important role, integral to the success of the Commercial Team and wider business. Working within the Commercial Team and with key stakeholders across the business, this role is key in driving financial growth from sponsorship as well as playing an important role in all aspects the commercial creative process. This role will support the team to generate unique commercial ideas around sponsorship to drive revenue into the business. You will be involved in creating pitch documents for potential and renewing partners.

The role will work closely with other stakeholders such as the Goodwood Partnerships Team, Operations Team and Content Team to collaborate on and check the feasibility of all new commercial pitches and proposals.

The role will also be the data and insights lead for the commercial team, liaising with both the Digital and Data & Insights Teams to gather, analyse and present the most up to date statistics for bespoke pitch proposals and to create annual infographics.

The Commercial Projects Manager will in addition be responsible for the creation of partnership rights hierarchies for each event, ensuring assets are well utilised and all opportunities met and positioned at the correct value.

**Key responsibilities**

CREATIVE TEAM

* **Proposals**: Work within the commercial creative team to create proposals and pitch materials for new business and returning partners.
* **Rights Schedules:** Lead the provision of rights schedules for all the new business pitched.
* **Asset Creation:** Help develop concepts, innovation across the events and new asset creation.
* **External Stakeholders:** Work closely with our external creative studios of artists and graphic designers to create drawings of ideas and assets.
* **Image Library:** Assist in organising graphic assets and our image library. Brief photographers on specific photography needs prior to events.
* **Creative Meetings:** Be able to book and run creative meetings with relevant people across the business.
* **Taking Briefs:** Work with the sales team and be able to take briefs for pitches.

WIDER TEAM:

* **Event Asset Register:** Manage the asset management system, working with the Partnerships Team to ensure it is up to date and there is no cross-selling.
* **New Strategic Projects:** Work closely with the Director of Commercial Development to identify ‘gaps’ or ‘opportunities’ for new commercial projects or assets.
* **Stakeholder Management**: Ensure all key stakeholders have up-to-date information on all new partnerships
* **Valuations**: Assist the DOCD with the yearly valuation work we do on our partnerships
* **Rights Hierarchies**: Create rights schedule hierarchies for each event in order to standardise the rights we assign to each partner.

**Qualities you will possess**

* Creative flair
* Organisational excellence
* Passion for what you do
* Ability to think strategically
* Positive and friendly with a ‘can do’ attitude
* Attention to detail
* Ability to prioritise and organise
* Confident to make decisions and to stand by them
* Proactive
* Take responsibility for yourself
* Excellent communicator
* Good negotiation and influencing

**What do you need to be successful?**

* Understanding of the Sponsorship market place.
* Ability to think and work creatively.
* Ability to work closely in a team environment.
* Experience of working in fast paced and dynamic environments.
* A passion for making things happen.
* People motivational skills.