

**GOODWOOD**

**The Role**

Creative Services Executive is an exciting and important role, essential to the success of the sponsorship department and the wider commercial team. This person will report to the Head of Creative Services and work very closely with the wider commercial team. Their role is key in supporting innovation within the commercial team as well as ensuring creativity is at the forefront of all we do. The role will contribute significantly toward the creation and execution of new commercial and creative projects through the provision of copy and design.

**About us**

At Goodwood, we celebrate our 300 year history as a quintessentially English Estate, in modern and authentic ways delivering extraordinary and engaging experiences. Our setting, 12,000 acres of West Sussex countryside and our story both play significant roles in Goodwood’s success. What really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes us the unique, luxury brand we are.

**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 providing the “**world’s leading luxury experience.**”

**Our Values**

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

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| We employ meticulous attention to detail to create experiences, as they should be. We are honest and open. | We don't mind breaking the rules to create the best possible experiences. We will take tough decisions | It’s a team thing – everybody mucks in to make things happen. We're madly passionate about what we do | We want to make everyone feel special by loving what we do. |

**Purpose of the role**

Supporting the Head of Creative Services to run an energised creative team, delivering world class creative solutions and innovative ideas to the commercial teams.

**Key Responsibilities**

* Create industry leading presentations, think how we can do it differently, stretch creative thinking and banish conventional or lazy approaches – ensure Goodwood becomes renowned for its forward thinking.
* Contribute creative thinking regarding how the team sells assets at Goodwood. Look at how we present to potential clients ensuring it is effective and in line with Goodwood strategy.
* Commercial innovation - creation of cutting edge, original assets and innovative ideas about how to best present and sell those assets.
* Work with the sponsorship sales, partnership management and estate sales teams to drive creativity in every commercial team presentation and ensure that each deal is designed with the target’s needs in mind.
* Write high quality material for the sponsorship sales team for use in proposals, presentations and contact emails.
* Deliver clear and on brand messages and adapt tone of voice for specific deals.
* Identify areas where a more creative approach can be used in order to impress a potential client and / or secure a new client.
* Support with analysis all assets before they go to market, ensuring they are right for Goodwood and the Sponsor.
* Support the Head of Creative services to drive the Managing Directors, the event General Managers and other internal stakeholders to generate ideas within their business areas and work with them to successfully commercialise the projects. Identify areas where a more creative approach can be used in order to impress a potential client and secure a new client.
* Design with the key stakeholders and assist with the implementation of new large features at the events, making sure they are commercially orientated.
* Contribute to the sponsorship strategy driving forward potential deals and ideas that fit with the Goodwood strategy.
* Support the team in finding new effective, exciting ways to introduce Goodwood to potential leads.
* Provide insight on market trends, new potential targets and target industries.

**General**

* To be fully conversant with all Goodwood Group products and services in order to give potential customers accurate information in a professional manner.
* To regularly monitor competitor and potential competitor products and services and to communicate such matters to the senior management team. To work alongside the Client Services executives to do this.
* To act as ambassador for the Goodwood brand at all times and to ensure Group values are upheld to both external and internal contacts through appropriate behaviour and performance.

**Qualities you will possess**

* Creative flair
* Organisational excellence
* Attention to detail
* Ability to provide unique input to creative meetings
* Ability to bring ideas to life through creative writing
* Passion for what you do
* Positive and friendly with a “can do attitude”
* Proactive
* Confidence to make decisions and to stand by them
* Excellent communicator
* Tenacity, energy and resilience
* A sense of fun!

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

* Educated to degree standard.
* Understanding of the commercial market place
* Ability to think and work creatively
* Ability to write creative copy
* Ability to work closely in a team environment
* Experience of working in fast paced and dynamic environment.
* A passion for making things happen

Each role is assigned a level against our expected behaviour. The levels for this role are set out below.

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| **BEHAVIOUR** | **LEVEL** |
| Think Customer | 2 |
| Communication & Trust | 2 |
| Taking Personal Responsibility | 2 |
| Encouraging Excellence & Commercial Success | 3 |
| Working Together | 3  |