

**GOODWOOD**

**The Role**

The **Director of Sporting Membership** will be part of the E&H Estate Sales Team and report to the Director of Estate Sales.

**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 are 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 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**

Responsible for leading the sales and renewal process by attracting new and retaining Sporting Members, both Corporate and HNWI’s, to ensure the annual sales budget is achieved.

To work closely with the business development and commercial teams on the introduction of new clients and together, seek to grow existing client relationships into Sporting Members.

Day to day responsibility to lead and motivate the Sporting Membership Event team, ensuring the delivery of the Sporting Membership experiences are seamless across all businesses involved.

**Key responsibilities**

* Create commercially driven sales strategies to target, attract and convert new Sporting Members and encompass sales for all key areas of the Estate
* Attend high level networking events and represent Goodwood, while seeking out new opportunities
* Create show arounds and events at Goodwood where potential members can experience a taste of Sporting Membership to aid conversion
* To deliver presentations that inspire and create interest for new members
* To build a pipeline of enquires that drive the delivery of the overall Sporting membership budget
* Prepare creative and exciting proposals, involving the Creative Team as required, to engage clients buy-in, increase conversion, resulting in a strong flow of profitable sales
* To effectively manage, support and motivate the Sporting Membership Event team
* To ensure the Event Team prepare accurate costings to reflect the client’s requirements, maintaining set margins and once costings are agreed, produce contracts or addendums; with the support of the Legal Team
* To project lead and work with various General Managers on product development to ensure experiences for Sporting Members and their guests continue to evolve and deliver against the agreed objectives
* Proactively nurture and build strong relationships with key contacts within the assigned accounts through presence at regular account management meetings and during their events at Goodwood; ensuring each has an account plan in place
* In collaboration with the Leadership team support the setting of the annual revenue budgets for Sporting Membership
* To ensure accurate forecasting and updates on prospective clients and the renewal of members
* To work to company standards of performance when dealing with all customer enquiries, ensuring an exceptional customer experience is consistently delivered
* Bring to life networking with the Sporting Members to maximise opportunities for future business development and ensure full familiarisation of the Goodwood Estate

**Qualities you will possess**

* Passion for what you do
* Good negotiation and influencing skills
* A great communicator at all levels
* Positive and friendly with a “can do attitude”
* Meticulous attention to detail
* Ability to prioritise and organise
* Proactive
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* A sense of fun

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

* Strong sales capability and proven sales success in a luxury market.
* Orientation towards customer focus and delivering excellence.
* Demonstrate a track record in building successful commercial partnerships.
* Ability to think and work creatively to create winning sales propositions.
* Experience of working with Senior Executives in national and international organisations.
* Ability to work closely in a team environment and be prepared to push and motivate the team.
* Experience of working in fast paced and dynamic environment, within a luxury sporting or hospitality brand.
* Experience of influencing in complex organisations.
* A proven track record in forming strong relationships with major accounts and build trust/rapport
* Excellent communication skills both written and verbal, with the ability to influence at both an individual and corporate level
* Skillset to anticipate client needs, respond appropriately to all client queries and exceed expectations
* Ability to prioritise, organise and manage a diverse and complex workload and to deliver under pressure
* Willingness to travel to attend meetings at client offices and networking events
* Must live within a reasonable commuting distance from Goodwood and have access to reliable transport