

**GOODWOOD**

**The Role**

The **Head of Commercial Development** will be part of the Commercial Team and will report to the

Commercial Director.

**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**

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| --- | --- | --- | --- | --- |
| **The Real Thing** | **Derring-Do** | **Obsession for Perfection** | | **Sheer Love of Life** |
| 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 Head of Commercial Development will work closely with the senior Commercial Team on the development of key strategies and business planning in order to grow revenue; including the delivery of imaginative opportunities across the portfolio of assets.

The role will be responsible for gathering, recording and analysing the financial data for the Commercial Partnership Forecast. Providing the team and wider business with regular updates about the team’s financial position in relation to the annual commercial target.

The Head of Commercial Development will assist the team to secure new partners and renewals and role model delivering exceptional customer service to our existing portfolio.

The role will also work alongside the Creative, Innovation and Planning Team to ensure delivery of winning sales presentations and compelling on-brand propositions that result in the acquisition of new partners for Goodwood

**Key responsibilities**

* Responsible for the efficient running of the Sponsorship Sales process including building of the pipeline and accurate financial forecasting of both revenues and margins.
* Work with Finance to ensure a transparent, accountable and fit for purpose forecast model and sales dashboard across all events.
* Ensure alignment between Sales, Partnership Management, Creative, Innovation and Planning Team and the rest of the estate, ensuring that all new and renewal deals maximise revenue and margin contribution for the business.
* Attend all the estate budget and forecast meetings to either represent the Commercial Team and / or support the Commercial Director.
* Work with the Commercial Executive to produce the Commercial report fortnightly, and distribute to the wider business.
* Ensure readiness for sponsorship meetings with The Duke and the Event Managing Director to ensure forecasting is robust.
* Work closely with key stakeholders from across the Estate to ensure commercial progress is in line with wider business innovation and development.
* Work with The Duke and his office to manage his new business pipeline to ensure no cross-over with the team and proper utilisation of all business development opportunities.
* Work closely with the Partnerships Director on renewals and upselling of current partners.
* Ensure there is effective and clear handover of new partners between sponsorship and partnerships
* Ensure rights schedules are consistent across categories, appropriate for the level of deal, justifiable and, in conjunction with PM that they are deliverable.
* Work alongside the Creative, Innovation and Planning Team, to create and value right packages, manage assets and develop projects and initiatives.

**Qualities you will possess**

* Commercially astute/driven
* Excellent active listener
* Proactive and determined
* Customer focused with experience in client relations
* Outstanding Attention to detail
* Ability to prioritise and organise
* Problem – solving capabilities
* Tenacity, energy and resilience
* Strong communication, analytical and negotiating skills
* Results Orientated
* Strong Organisational Skills
* Resilient and Tenacious
* Proactive and determined

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

* Experience in a commercial role
* Experience of recording, reporting and analysing financial data using excel
* Proven experience in a role to deliver a commercial return
* The ability to manage multiple stakeholders and manage expectations
* Experience of working effectively in a fast paced and dynamic environment.
* Ability to think and work creatively
* Organisational excellence
* A passion for making things happen
* People motivational skills