

**GOODWOOD**

**The Role**

The **Head of Commercial Innovation** will be part of the **Creative, Innovation and Planning Team**, reporting to the **Director of Commercial Innovation.**

**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 Head of Commercial Innovation is a vitally important role, integral to the success of the Commercial Team and wider business. Working closely with the Commercial Team and key stakeholders across the business, this role is key in driving commercial growth of the Group as well as act as the central controller for all aspects of the creative process. With creative thinking at its core, this role will be responsible for driving innovation across the commercial activities of the business through world-class sales collateral, data and insights, rights management and asset development, all while working closely with the relevant members of the Goodwood team.

The Head of Commercial Innovation has primary responsibility for five vital functions:

1. **Creative Materials Excellence.** Drive the creative thinking with regards to how we sell. Look at how we present to potential prospects ensuring it’s effective and in line with Goodwood strategy. Working with the Senior Copywriter to introduce a system for ensuring all presentation materials are consistent with Goodwood messaging, up to date and accurate, thinking differently to make them more effective. Push teams to stretch their creative thinking, allowing Goodwood to become renowned for its forward-thinking, successful partnerships.
2. **World-class Partnership Rights** Continually review our partnership rights with the teams to drive partnerships, ensure market value and continually improve our events.
3. **Robust Data and Insights** Work closely with the Data and Insights Team, ensuring that the data we use is robust and one version of the truth. This role will be the central point for all data used in the commercial process.
4. **Silent Running.** Work with the Senior Copywriter, making sure the creative process is driven forward and potential deals and ideas fit with the Goodwood strategy. Oversee the day-to-day team operations, including management of the Commercial Executive.
5. **Nurture a Creative Innovative Culture**. Liaise with the Sales Team, keeping them up to date with the progress of sales collateral and other creative projects. Work with internal stakeholders to generate ideas within their business areas and work with them to successfully commercialise them.

**Key responsibilities**

* **Creative Control:** Creative an efficient and innovative team by managing the day to day running of the department, whilst implementing systems and processes which ensure all assets improve the events and provide partners a return for their investment. Work with the Senior Copywriter to drive creative processes for the events division ensuring the correct time is taken over each idea, giving it the best chance of success.
* **Creative Presentations:** Implement a quality control process and work with team members to drive creativity in every output. Collaborate with the Senior Copywriter on the presentation process to encourage consistency, quality, and relevance.
* **Event Division Asset List:** Create a transparent and workable reporting asset management system which is able to communicate up to date information to all key stakeholders, and a system to check all packages are being offered at a competitive commercial rate.
* **Team Working:** Ensure team are equipped with all of the required tools to successfully convert potential targets and work with the wider event teams to ensure a satisfactory level of creativity is maintained, enabling Goodwood to retain and upsell current partners.
* **New Strategic Projects:** Closely work with senior leaderships teams to identify ‘gaps’ or ‘opportunities’ for new commercial projects of assets.

**Qualities you will possess**

* Creative flair
* Ability to drive innovation
* 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?**

* At least ten years’ experience in a sales/event related environment ideally in the sponsorship sector of the Sports Industry.
* 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.