

**GOODWOOD**

**The Role**

The **Head of Sales (Meetings & Events)** will be part of the **Estate Sales 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**

**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**

To lead the sales function and drive revenue growth across all aspects of our Meetings & Events business.

To manage the Business Development team (x 3) and the team of Sales Executives (x 4).

To report sales pipeline and success directly to the Commercial Director.

**Key responsibilities**

* **Drive Revenue Growth**: Lead the sales strategy to maximise revenue across meeting and events at Goodwood.
* **New Business Development**: Proactively identify, pursue, and close new commercial opportunities with corporate clients, sponsors, and high-value accounts.
* **Creative Selling**: Develop innovative and bespoke sales propositions that set Goodwood apart in a competitive marketplace.
* **Stakeholder Management**: Build strong relationships with internal and external stakeholders to deliver value-driven partnerships.
* **Market Insight**: Monitor industry trends, competitors, and customer needs to keep Goodwood ahead of the curve.
* **Performance Management**: Own sales targets and KPIs, regularly reporting progress and results.
* **Team Management**: lead, develop and inspire our M&E sales team with the support of the Commercial Director.

**Qualities you will possess**

* Passion for what you do
* Positive and friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise, organise and multi-task
* Quick learner
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* Strong customer service skills
* Excellent communicator
* A sense of fun!

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

* A passionate, hungry, and driven sales leader with experience in an M&E sales or business development role, ideally within sport, events, hospitality, or entertainment.
* A proven track record of securing significant new business deals and consistently exceeding revenue targets.
* Creative and strategic thinker who can craft compelling sales propositions and close complex deals.
* Exceptional communication, presentation, and negotiation skills.
* Commercially astute with strong analytical and forecasting ability.
* Highly resilient, proactive, and motivated by challenge and opportunity.