

**GOODWOOD**

**The Role**

The Wedding Sales Manager will be a part of the Estate Sales Team and report directly to the Special Events & Experiences Manager. As the Wedding Sales Manager you will be responsible for the day-to-day management of the Wedding & Social Event Planner team.

**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**

Working to strengthen and build the weddings business, the Wedding Sales Manager will have a strong background in B2C sales, deliver exceptional results, exceed targets, while achieve the day-to-day organisation of the department. As the Weddings Sales Manager you will ensure that every wedding and social event is perfectly executed and that the customer is at the heart of the full sales and events planning journey. Responsible for also driving the team to achieve sales targets, by playing a key role in setting the sales strategies for both weddings and social events held at Goodwood. As the Wedding Sales Manager you will provide support to the team by coaching for performance, encourage individual development, provide training for Goodwood processes, and promote a sales culture.

**Key responsibilities**

* To manage and support the Wedding & Social Team in delivering outstanding events across all the venues
* To mentor and coach, the team to deliver WOW moments across all of our events and to consider the customer at the heart of everything they do
* To understand the budget and targets set for the year and drive the team to deliver through proactive up selling and selling across the estate
* To create the monthly weddings business on the books report, reacting to the needs of the business by implementing incentives and new ideas to reach sales targets
* To develop and foster a sales culture and environment which identifies opportunities to maximize sales and profitability
* Set the teams KPI’s throughout the year and to monitor the success
* To keep abreast with our key wedding competitors by being familiar with their rates, facilities and pricing structures
* Identify Goodwood’s USP’s against competitors, use to close wedding sales
* To grow our wedding conversion year on year for each of our venues
* To carefully manage the weddings and events diary around the headline events
* To organise the wedding open day events held quarterly, which showcase our venues and drive wedding sales
* To work closely alongside our Entertaining and Hospitality Marketing team to ensure that we have the correct campaigns, collateral and focuses in place throughout the year
* Leading the team in preparing and executing show rounds to the highest standard to clients and selling our venues to the best of their potential and updating SOPs, and train out to the team
* Regularly review the processes used within the wedding & social team, make improvements where necessary
* To work closely with and build relationships with key suppliers and stakeholders
* To ensure that the credit facilities, deposits and payments for all events have been raised in alliance with the policy
* Ensure all enquires are inputted within the sales guidelines, adhering to company standards, working practices, system conventions and enquiry handling standards
* Ensure all bedroom requirements for weddings are inputted within the sales guidelines, adhering to company standards, with allocations being released by the deadline dates. Manage the teams room releases on system Protel
* Manage the teams weekend work rota, schedule lieu time to be taken around the business needs
* Conducting teams 1:1’s and 6 month and 1-year reviews, setting clear goals and objectives

**Qualities you will possess**

* Proactive sales approach
* Passion for sales and events management
* Exceptional attention to detail
* Ability to prioritise and organise workload
* Positive and friendly with a “can do attitude”
* Take responsibility for yourself and the team
* Confident to make decisions and to stand by them
* Good negotiation and influencing skills
* Excellent communicator
* A sense of fun!

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

* Exceptional knowledge and experience of the wedding events & hospitality industry
* Commercially minded with B2C sales experience
* Excellent verbal & written communication skills
* Incomparable organisational & administration skills
* Experience within a sales environment, specifically within B2C sales
* Exceptional attention to detail
* Can work in a team and use own initiative
* Knowledge of programmes such as iVvy and Protel is desirable along with experience in call handling and diary management