

**GOODWOOD**

**The Role**

The **Digital Director** will be part of the Central Services team and will report to the CFO. The role has a Group-wide responsibility working closely with the 4 operating Managing Directors, their respective GM’s and marketing. Goodwood’s operating the divisions are as follows; Events, Entertaining and Hospitality, Future Growth and Estate. Our headline events include the Festival of Speed, Goodwood Revival and the Qatar Goodwood Festival.

Goodwood is transitioning to be a digital first business and strategically this is critical for Goodwood to strengthening its global market position. This role will lead this critical transition and is thus a huge opportunity for the right person. The major business within Goodwood is the Motorsport division and creating and implementing the right Digital strategy to grow that business is of paramount importance. Having a skillset that can lead this transition within Goodwood, supported by all senior management, is the key to this role.

**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 Derring 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**

In alignment with the overall strategic direction of Goodwood and its operating businesses, you will be responsible for the strategic development and delivery of an innovative and deliverable digital roadmap.

Responsible for driving the digital agenda and strategy at Goodwood maximising revenues across the business. Identifying opportunities through creative thinking that enables Goodwood to become a digital first business.

You will work closely with key stakeholders to understand their growth plans, sharing your knowledge and advice on how these plans can be maximised in the digital space, now and in the future. You will also have overall responsibility for the development and execution of the plan to optimise existing and develop/introduce new (where appropriate) group digital initiatives.

To lead and mentor the Head of Digital Product and the Head of Data and Insight to work collaboratively in ensuring as a company, Goodwood is fully optimising and commercialising all digital and data-led opportunities.

**Key responsibilities**

* Continuously reviewing the Group-wide digital channels to ensure they are optimised for the delivery of short-, medium- and long-term volume and revenue targets across our diverse portfolio of businesses
* Bring creative thinking and innovation to existing and new projects
* Lead, inspire, motivate and develop the team (team size x 10) taking an empowering approach. Ensure appropriate training and development plans are in place to ensure team skillsets remain current and beneficial to an innovative thinking culture
* Work alongside line General Managers and Marketing Managers to collaboratively support product development to enable growth
* Collaboratively develop an insights roadmap for the business with clear and actionable reporting
* Maximise digital KPI’s across all Goodwood business areas ensuring focus on core eCommerce metrics of traffic growth, user experience, conversion rate, online revenue, AOV and customer retention
* Overall ownership, governance, delivery and responsibility for;
* Goodwood’s customer-facing digital properties including websites and apps
* Managing Data, campaign management and CRM (e-newsletters, promotional e-shots and e-brochures)
* Digital acquisition including SEO planning and performance and all paid for digital media
* Digital product and development roadmap
* Overall responsibility for ensuring execution and continuous improvement of the Data and Insights strategy to include;
* Growing the Marketing database and increasing customer lifetime value
* Driving campaign management performance and efficiency
* Responsibility for all non-digital related data and insight requirements
* Work closely with the business to ensure appropriate reporting, challenge, support and influence relating to; trading analysis and capacity reporting, product pricing and reviews etc.
* Strategic and commercial support for key marketing projects through various digital channels (owned and 3rd party)
* Proactively seek out and develop new or under-optimised Digital Commercial opportunities through to implementation and ensure successful adoption within the wider business.
* Ensure that implications of new digital initiatives are understood and fully resourced for ongoing operations
* Develop and manage the relationships with all relevant third-party suppliers (digital and data) that are beneficial to the company, including ensuring that any service level agreements are met and commercial value is being delivered
* Regularly review market developments and opportunities in all digital channels and platforms to inform the development of a group-wide digital and data strategy
* As a member of the Business Transformation Committee (alongside the Head of Digital Product, the Head of Data, Head of IT and CFO) ensure that capex plans for any investments required against digital, data or technology platforms are developed and aligned with the Group strategy
* Work closely with the Digital Content Team in Motorsport (GR&R) to deliver best in class customer experience across our motorsport events
* Become a key stakeholder on the Content Board – the body responsible for setting the strategic direction for our digital content team. Working with the content team your specific focus will be to help develop the plans to drive significant audience growth and engagement rates, and maximise data capture, conversion and commercial opportunities
* Ongoing delivery of a cohesive digital reporting structure that is leveraged and understood by the digital, data and wider teams (including Marketing, General Managers, the Board)
* Produce, maintain and ensure adherence to Goodwood’s Digital brand guidelines across all digital touchpoints through collaboration with the Brand team

**Qualities you will possess**

* Passion for what you do
* Positive and friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise and organise
* Take responsibility for yourself and your team
* Confident to make decisions and to stand by them
* Excellent communicator
* Proactive
* Ability to collaborate as a central service with line business requirements
* Forward thinking, always looking for new and exciting ways to do things
* Ability to look at the bigger picture
* A sense of fun!

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

* Experience in a similar senior leadership role with excellent exposure and understanding in the use of digital channels and data in driving volume and revenue gains
* A demonstrable track record of developing digital channels and data to optimise business performance
* Adequate understanding of the broad technology behind these platforms to facilitate appropriate liaison with IT
* Hands on execution while being able to strategize
* Ability and experience of leading, inspiring and developing a high performing team
* Previous experience in change management and leading an organization into the digital mindset
* Strong relationship building, a client service approach
* Proven experience in the events, leisure, retail and digital content sectors is beneficial
* Proven ability and enthusiasm to deliver results without significant budgets, retainers or in-house development capability