

GOODWOOD

**The Role**

**The Partnership Manager** is an integral part of the Partnership Management Team. Ensuring the successful management and world class delivery of all Partner contracts; from initial planning through to campaign delivery, event activation and follow-up. They will report directly to the Head of Partnership Management; and work closely with a variety of teams across the Goodwood Estate

**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

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 directly manage the relationship between Goodwood and a very specific portfolio of key lifestyle, automotive and technology focused Commercial Partners.

To ensure our Partners receive the best possible customer experience with Goodwood, both building on existing relationships and identifying new opportunities to drive incremental revenue.

To identify Partners’ key objectives and work collaboratively to deliver and evaluate them, with particular focus on delivering ROI on digital activations.

To champion Goodwood’s vision and values, securing its long-term role within our Partners’ portfolio.

**Key responsibilities and attributes**

# Partnership Portfolio

* Nurture and build exceptionally strong relationships with your Partners’ across all levels of their business.
* Manage key internal stakeholders to deliver across a broad range of contracted rights, from digital content to retail sales, marketing & event operations
* Demonstrate commercial acumen focused on ROO and ROI, particularly in digital
* Financial management of Partner commercial portfolio including costs, profit margins, retention and incremental sales.
* Work in total collaboration with the Creative and Commercial Sales team to develop strategic, creative and commercially driven proposals
* Onboarding new commercial Partners once the Commercial Sales Team have finalised contract.

# ‘One Goodwood’

* Contribute to ‘One Goodwood’ through proactive ‘champion’ roles and projects, working with all departments to develop a positive, collaborative, can-do spirit within the business.

**Qualities you will possess**

* Passion & Proactivity
* Ability to prioritise Relationships
* Positive, friendly and a “can do attitude”
* Attention to detail
* Strong ability to prioritise and organise
* Self-management
* Solutions driven
* Confident to make decisions and to stand by them
* Good negotiation and influencing skills
* Excellent communicator
* Strategic
* A sense of fun!

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

* Great track record of proven & successful partner relationship management across a range of brands/businesses
* Experience working for/with technology and automotive brands is desired.
* An understanding of the current online marketing landscape and how this impacts Goodwood as a Rights Holder
* Strong background in marketing, brand and digital activation with experience of online and offline marketing
* Comfortable presenting ROI data from digital campaigns, with particular focus on reach, engagement, views and AVE media value. You know how to benchmark success and give context to results gained
* The ability to draw insights from data and turn these into actionable plans to achieve the best possible results for partner
* Ability to engage and get the best out of stakeholders, showing both leadership and active listening.
* Ability to build mutually respectful relationships and trust with existing and new clients at a senior level and representing their needs internally.
* Ability to work effectively under pressure and where applicable, to manage conflict situations effectively.
* Enthusiastic, self-motivated and showing leadership skills whilst also respecting and knowing when to request senior level input.
* Experience in anticipating client needs and to strive to exceed expectations.
* Ability to drive additional sales from existing clients.
* Willingness to travel to client meetings, both UK and abroad, and work out of hours as is the nature of events.
* Demonstrable experience across account management within the brand and events industries.
* A positive mental attitude.