

**GOODWOOD**

**The Role**

The **Partnership Sales Director (Racecourse)** is part of the Commercial Team and reports directly 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 with the right positive attitude 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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| --- | --- | --- | --- |
| 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 deliver revenue and margin through the sale of sponsorship and assets sponsorship for 19 annual horse racing fixtures, which culminate in the iconic Qatar Goodwood Festival, affectionately known as ‘Glorious Goodwood’ and packaging assets, races, branding and experiences to ensure the Partnerships are incomparably “Goodwood”.

You will be responsible for developing and delivering key revenue targets and growing commercial margins within the sponsorship function, with a specific focus on horse racing.

With significant knowledge of the sporting sponsorship industry and ideally horse racing, you will be responsible for delivering the revenue and margin targets with appropriate brands and businesses.

You will generate your own pipeline and be responsible for managing your activity levels to achieve your budgeted targets. You will be supported by the ‘Creative Team’ who will work closely with you to deliver winning presentations and pitches and have direct line-management of the Partnership Team at the Racecourse.

Working closely with the other key stakeholders within the Events Division; including the Horseracing General Manager, the broader Commercial Sales Team and the Partnership Management Team, to support and deliver resilient and commercially strong long-term partnerships.

**Key responsibilities**

* Build with the Commercial Director a believable sales strategy for partnerships that delivers sustainable revenues and margins for the group.
* You will consistently deliver the annual revenue and margin targets.
* Responsible for building and managing an effective pipeline of new business.
* Briefing the Creative Team on presentation requirements and contributing with your own creative ideas
* Work closely with the Commercial Director on your forecast, pipeline and leads, asking for support where required.
* Effectively hand over new business sold to the Racecourse Partnerships Team, ensuring rights and assets that have been sold are clear, to enable swift transition to contract.
* Attend networking events and host at Goodwood events to feed your pipeline and database.
* Proactively seek out market intelligence and demonstrate industry knowledge that can be utilised to feed the pipeline for prospective customers.
* Work closely with key stakeholders from across the Estate to understand new opportunities.
* Promote the professional image of the Commercial Partnership Team across the business internally as well as externally.

**‘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.
* Leading the charge to support the wider business by ensuring partners are actively informed on all Goodwood has to offer outside the flagship events and help facilitate incremental revenue across the estate.

**Qualities you will possess**

* A drive for results
* Action orientated
* Customer focussed
* Executive maturity
* High and positive energy levels
* Commercially astute
* Passionate dealmaker
* Completer finisher
* Excellent active listener
* Skilled negotiator
* Resilient and tenacious
* Proactive and determined
* Experienced in client relations
* Excellent communication skills
* Creative problem solver
* Able to adapt and think on your feet
* A love of networking
* Enjoys a challenge!
* Self-starter
* Team player

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

* Demonstrable experience in a commercial sales role.
* Proven track record in ‘doing deals’, ideally within sport and entertainment.
* Experienced in securing new partnerships from research to contract, taking ownership of the sales process and deliver against targets.
* Experience of working effectively in a fast paced and dynamic sales environment.
* Passion for sponsorship; in particular creating immersive brand experiences.
* Passion for Sport; preferably Equestrian…
* Has the ability to manage multiple stakeholders and manage expectations.
* Ability to travel, both UK and abroad and to work out of usual business hours, as is the nature of events.