

**GOODWOOD**

**The Role**

The **Sales Writer** is integral to the success of the Sponsorship Sales team. The Sales Writer will report to the Director of Commercial Development and work closely with the Sponsorship Sales and Partnership Management teams.

**About us**

At Goodwood, we celebrate over three centuries of history as a quintessentially English estate in modern and authentic ways, delivering extraordinary and engaging experiences. Our setting – 11,000 acres of West Sussex countryside – and our story both play significant roles in Goodwood’s success. What 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 as Goodwood.  We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for creating 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**

The Sales Writer will create well-crafted copy in a range of forms with a primary focus on sales proposals. You will be responsible for providing high-quality sales proposals and collateral for the Sponsorship Sales team as well as the Partnership Management team. The proposals you create will play an essential role in securing new business and growing existing relationships.

You will be responsible for creating clear and compelling sales documents that align with the Goodwood brand and communicate value to potential partners and clients. This includes drafting and developing accurate copy in line with sales briefs as well as editing and revising existing proposals. You will work collaboratively with the sales teams to ensure that proposals are persuasive, accurate and effective. You will conduct research to inform the writing of proposals and contribute creative ideas to help shape deals.

**Key responsibilities**

* To craft high-quality copy and sales proposals that are representative of Goodwood’s brand standards.
* To actively develop a confident understanding of the sales process and the various brands and products within the Goodwood portfolio. You will also understand the overall Goodwood brand and house style in order to write copy that reflects the brand values, tone of voice and vision.
* To conduct research into potential partner brands, relevant sectors and industry trends.
* To proofread and subedit writing that is not your own.
* To review a wide range of collateral already in existence in order to adapt, update and improve quality.
* To identify areas where a more creative approach can be used in order to secure a new client.

**Qualities you will possess**

* Excellent writing, editing and proofreading skills
* Meticulous attention to detail
* Impeccable spelling, grammar and punctuation
* Innovative thinking with commercial awareness
* Ability to adapt writing to different styles and audiences
* Strong organisational skills for prioritising tasks and meeting deadlines
* Ability to work in a high-pressure environment
* Ability to collaborate and communicate effectively

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

* Writing or related qualification
* Demonstrable experience in a writing role
* Track record of producing successful copy
* A portfolio of your work
* The ability to bring ideas to life through creative writing and provide unique input to creative meetings
* Confidence in writing long and short form copy
* Ability to process quantities of information and produce accessible, concise and readable content
* Willingness to attend Goodwood events (4 weekends each year; 1 day minimum at each)