

**GOODWOOD**

**The Role**

**The Senior Account Manager** is an integral part of the Partnership Management Team ensuring successful management and best-in-class delivery of Partner contracts; from initial briefing to final on event activation and follow-up. They will report directly to an Account Director, albeit work for a variety of team members and Goodwood internal stakeholders.

**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 a unique, luxury brand.

**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 Daring Do Obsession for Perfection Sheer Love of Life**

|  |  |  |  |
| --- | --- | --- | --- |
| 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. |

We want to be the best place to work in the world.

**Purpose of the role**

* To ensure our Partners receive the best possible customer experience with Goodwood.
* To identify Partners’ key objectives and work collaboratively with all customers (external and internal) to deliver against these.
* 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 strong relationships as the Partners’ key contact at Goodwood for all assigned accounts and regular account management meetings.
* Support the delivery of Partners’ contracted rights with effective event and activation planning and delivery for Goodwood’s headline events and year-round activity within Goodwood venues (365 day businesses).
* Work closely with the Account Director on the account, develop creative and commercially driven proposals in partnership with the Creative Services Team to retain and develop existing Partners.
* Onboarding new commercial Partners once the Sponsorship Sales Team have finalised contract.
* Work collaboratively with a variety of Partners and their agencies to ensure cohesive campaign delivery e.g. digital, marketing, PR, operations, research etc.
* Demonstrate commercial acumen and ability to present ROO and ROI post event and/or campaign.
* Financial management of Partner commercial portfolio including costs, profit margins, retention and incremental sales.
* Proactively inform Partners on everything Goodwood has to offer, outside the flagship events, to support the wider business.

**Team Development/Direct Reports**

* Assisting Account Director’s in team development, ensuring they deliver their responsibilities in line with Goodwood’s vision and values to be ‘the world’s leading luxury experience brand’.
* Where applicable, demonstrating delegation and empowerment to direct reports.

**‘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 for what you do
* Positive and friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise and organise
* Proactive
* Self-managing
* 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?**

* Good track record of successful client relationship management across a range of brands/businesses.
* Ability to engage and get the best out of stakeholders, showing both leadership and active listening.
* Excellent communication skills – both written and verbal – with the ability to influence.
* Ability to build mutually respectful relationships and trust with existing and new clients at a senior level and representing their needs internally.
* Ability to prioritise, organise and manage a diverse and complex workload.
* 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 for taking responsibility for own actions and performance.
* Ability to drive additional sales from existing clients.
* Significant experience in online and offline marketing.
* Willingness to travel to client meetings, both UK and abroad, and work out of hours as is the nature of events.
* 5-7 years’ experience across account management within the brand and events industries.

Each role is assigned a level against our expected behaviour. The levels for this role are set out below.

|  |  |
| --- | --- |
| **BEHAVIOUR** | **LEVEL** |
| Think Customer | 3 |
| Communication & Trust | 3 |
| Taking Personal Responsibility | 3 |
| Encouraging Excellence & Commercial Success | 3 |
| Working Together | 3 |