

**GOODWOOD**

**The Role**

The **Senior Business Development Manager: Meetings & Events** will be part of the Entertaining & Hospitality team and report to the Head of Sales & Revenue.

**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 Goodwood to be **‘the home of 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**

To proactively sell to and build long term relationships with local, regional and national clients delivering revenue across the estate for Meetings, Events, Celebrations, Venues, and Golf.

To create and deliver strategies that drive new business from all sectors especially focussing on SME’s, HNWI’s and C-suite clients.

Working as part of the Business Development Team, to deliver a team target as well as achieving personal revenue targets and KPIs.

**Key responsibilities**

* To proactively promote Goodwood to result in Entertaining & Hospitality sales
* To create, plan and activate sales initiatives that deliver results and ensure a healthy pipeline is always maintained
* To generate new business through a proactive sales process, with a focus on key market sectors
* To successfully develop and maintain client relationships through networking opportunities and on event
* To assist with the identification and creation of sales and marketing ideas to promote all products and to contribute ideas for innovating new products and services

### To work with the Estate Sales Team to support the effective management of all incoming enquires, ensuring we provide the customer with a proposal that meets their requirements and arrives within the agreed timeframe, in a clear and professional manner

### To efficiently follow up all enquiries within the agreed timeframe to ensure that the conversion of business is optimised

### To ensure that the CRM system is kept up to date at all times to ensure accurate recording of the clients details and requirements as well as good communication of these

* To have a full understanding of all Goodwood products and experiences to enable effective selling of these events and pro-actively cross sell all aspects of the Estate to maximise sales opportunities
* To engage in sales projects across the Estate to support the achievements of business sales targets
* Have a full understanding of competitor activity including product content and pricing and understanding the impact on Goodwood when negotiating with clients
* To represent Goodwood at trade events and exhibitions
* To provide clear reports and updates to the Head of Sale & Revenue, as required

**Qualities you will possess**

* A drive for results
* Customer focussed
* A love for the hunt of a sale
* Positive and friendly with a “can do attitude”
* Commercial astute & numeric
* A fantastic networker
* A passion to seek out new opportunities
* An attention to detail
* Ability to prioritise and organise
* Excellent negotiation
* Excellent communicator
* A sense of fun!
* A team player

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

* Proven experience of working within a fast-paced commercial sales environment
* Clear evidence of targeting, creating and closing sales in the Entertaining & Hospitality sector
* Ability to research, create, identify and close sales opportunities
* Strong commercial acumen proven in the broader Entertaining & Hospitality environment
* Excellent proactive networking experience
* Ability to create detailed sales plans that deliver revenue
* Ability to work well within a busy team and independently
* Strong IT skills
* Full current driving license