



GOODWOOD

The Role

The Partnership Sales Director will be part of the Commercial Sales team and report 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 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

Always inspired by Goodwood’s heritage

Derring-Do

Daring to surprise and delight

Obsession for Perfection

Striving to do things *even* better

Sheer Love of Life

Sharing our infectious enthusiasm

What’s Required?

To deliver sponsorship revenue through the acquisition of new sponsors and business partnerships. You will be responsible for selling high-value sponsorship packages through targeting various categories, sectors, companies, organisations and associations.

You will be responsible for developing and delivering key revenue targets and growing commercial margins within the Partnership function.

With significant knowledge of the sport and events sponsorship industry, you will be responsible for delivering the revenue and margin targets through new sponsorship agreements. 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.

Key responsibilities

- Build, with the Commercial Director, a believable sales strategy for the key sponsorship assets and deliver partnerships that deliver incremental revenues and margins for the group.
- Responsible for generating your own pipeline that can deliver circa £1M pa., with a strong percentage margin.
- Conduct your own research to achieve the required number of appointments per month.

- Briefing the creative team on presentation requirements and contributing with your own creative ideas.
- Work closely with the teams Commercial Manager on your forecast, pipeline and leads.
- Effectively handover new business sold to the partnerships team ensuring rights and assets that have been sold are clear, enabling a swift transition to a final contract.
- Attend external networking events and hosting 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 prospect customers.
- Work closely with key stakeholders from across the Estate to understand and develop new opportunities.
- Promote a professional image of the Partnership Sales Team across the business both internally and 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

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| <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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 |
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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.
- Passion for sponsorship; in particular creating immersive brand experiences.
- Experience of working effectively in a fast paced and dynamic sales environment.
- Ability to travel within the UK and abroad.
- Ability to work flexibly in line with the event industry norms.