



# GOODWOOD

## The Role

**The Senior Partnerships Manager** is an integral part of the Partnership Management Team ensuring successful management and world class delivery of all Partner contracts; from initial inductions through to campaign and event activation and follow-up. They will report directly to an Account Director, work with a variety of team members and many Goodwood internal stakeholders.

## About us

At Goodwood, we celebrate our 300 year history as a quintessentially English Sporting 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

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

## Purpose of the role

- To ensure our Partners receive the best possible customer experience with Goodwood.
- To identify Partners' key objectives and work collaboratively to deliver on them.
- 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 exceptionally strong relationships with your Partners'
- Demonstrate commercial acumen focused on ROO and ROI

- Financial management of Partner commercial portfolio including costs, profit margins, retention and incremental sales.
- Work in total collaboration and partnership with the Account Director to develop strategic, creative and commercially driven proposals in partnership with the Creative Services Team
- 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.

### **‘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.

<b>Qualities you will possess</b>
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| <ul style="list-style-type: none"> <li>• Passion &amp; Proactivity</li> <li>• Ability to prioritise Relationships</li> <li>• Positive, friendly and a “can do attitude”</li> <li>• Attention to detail</li> <li>• Strong ability to prioritise and organise</li> <li>• Self-management</li> <li>• Solutions driven</li> </ul> | <ul style="list-style-type: none"> <li>• Confident to make decisions and to stand by them</li> <li>• Good negotiation and influencing skills</li> <li>• Excellent communicator</li> <li>• Strategic</li> <li>• A sense of fun!</li> </ul> |
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<b>What do you need to be successful?</b>
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- Great track record of proven & successful Sponsor relationship management across a range of brands/businesses
- Very strong background in marketing, brand and digital activation
- 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 partners 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 partner needs and to strive to exceed expectations.
- Ability for taking responsibility for own actions and performance.
- Ability to drive additional sales from existing partners.
- Significant experience in online and offline marketing.
- Willingness to travel to partner meetings, both UK and abroad, and work out of hours as is the nature of events.
- 7-10 years’ experience across account management within the brand and events industries.