



GOODWOOD

The Role

The **Sponsorship Manager** is part of the Commercial Team and reports directly to the Commercial Director.

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

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

You will be responsible for developing and delivering key revenue targets and growing commercial margins within the sponsorship function, with a specific focus on the Goodwood Revival. Also you will develop and implement a specific sponsorship sales plan for the Revival to increase revenues with a cost-effective approach.

With significant knowledge of the sport sponsorship industry, you will be responsible for delivering the revenue and margin targets by relevant sponsorship agreements with appropriate brands and businesses.

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 Revival sponsorships and partnerships that delivers sustainable revenues and margins for the group.
- Responsible for generating your own pipeline that can deliver circa £750,000 pa. and associated margin.
- Conduct your own research and calling 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 Commercial Manager on your forecast, pipeline and leads, asking for support where required.
- Effectively handover new business sold to the partnerships team ensuring rights and assets that have been sold are clear to enable swift transition to 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 new opportunities, particularly the Motorsport Leadership Team and Event Operations teams.
- Promote a professional image of the Sponsorship Sales Team across the business internally and externally to clients.

‘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

- Commercially Astute/Driven
- Passionate dealmaker
- Excellent active listener
- Creative
- Skilled negotiator
- Resilient and Tenacious
- Proactive and determined
- Results Orientated
- Customer focused with experience in client relations
- Excellent communication skills
- Able to adapt and think on your feet
- A love of networking
- Persistent
- Enjoy a challenge!
- Self Starter
- Problem Solver

What do you need to be successful?

- A minimum of 10 years’ experience in a commercial sales role
- Proven track record in delivering commercial return within the sponsorship sector of sport and ideally, within motorsport.
- Demonstrates experience of securing new partnerships and retaining them
- The ability to deliver on-brand presentations
- Passion for sponsorship; in particular creating immersive brand experiences
- Excellent networker who is well known in the sponsorship industry
- The ability to manage multiple stakeholders and manage expectations
- Experience of working effectively in a fast paced and dynamic environment
- Ability to travel, both UK and abroad, and to work out of hours as is the nature of events.