



# GOODWOOD

## The Role

The **Sports 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 revenue and margin through the sale of sponsorship and assets sponsorship for 19 annual horse racing fixtures, which culminate in the iconic Qatar Goodwood Festival, affectionately known as 'Glorious Goodwood' and packaging assets, races, branding and experiences to ensure the partnerships are incomparably "Goodwood".

You will be responsible for developing and delivering key revenue targets and growing commercial margins within the sponsorship function with a specific focus on horse racing.

With significant knowledge of the sporting sponsorship industry, particularly horse racing, you will be responsible for delivering the revenue and margin targets with 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.

Working closely with other stakeholders, including the Commercial Team, Sport Managing Director, Horseracing General Manager and Partnership Management Team, to support and deliver resilient and commercially strong long term partnerships.

The Sports Division covers horse racing, the Motor Circuit, golf, shooting, aviation and cricket.

### Key responsibilities

- Build with the Commercial Director a believable sales strategy for sports sponsorships and partnerships that delivers sustainable revenues and margins for the group
- You will consistently deliver the annual revenue and margin targets and work closely with the Partnership Director on all racecourse assets.
- Responsible for building and managing an effective pipeline of new business.
- 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 hand over new business sold to the Partnerships Team, ensuring rights and assets that have been sold are clear, to enable swift transition to contract.
- Attend networking events and host 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 prospective customers.
- Work closely with key stakeholders from across the Estate to understand new opportunities, particularly the Sports Leadership Team and Racecourse Operations Team.
- Promote the professional image of the Sponsorship Sales Team across the business internally as well as 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
- Passion for sales
- Proactive and determined
- Active Listener
- Good Negotiator
- Resilient and Tenacious
- Clear/Concise Communicator
- Loves Networking
- Persistent
- Enjoys a challenge!
- Self Starter
- Positive attitude
- Problem Solver

### What do you need to be successful?

- A minimum of 5 years’ experience in a commercial sales role
- Proven track record in delivering commercial return within the sponsorship sector of sport
- Demonstrate ability to deliver on-brand presentations

- Passion for Sport; in particular Equestrian
- Demonstrate experience of growing partnership contracts and retaining business
- Excellent networker who is well known in the sporting industry
- Has 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 usual business hours, as is the nature of events

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

<b>BEHAVIOUR</b>	<b>LEVEL</b>
Think Customer	3
Communication & Trust	3
Taking Personal Responsibility	3
Encouraging Excellence & Commercial Success	3
Working Together	3