



GOODWOOD

Commercial Director





GOODWOOD

Goodwood is England's greatest sporting estate. Seat of the Dukes of Richmond for over three centuries, the family has always welcomed their friends and guests to share in their love of sport. Horseracing, motor racing, golf, flying, shooting and cricket have all been introduced by enthusiastic family members.

Goodwood has been at the heart of the English summer season for at least two hundred years. It hosts the internationally famous Festival of Speed, The Qatar Goodwood Festival and Goodwood Revival, three of the largest events in the British sporting and social calendar.

Within its 12,000 acres, Goodwood is home to the largest lowland organic farm in England, a famous Battle of Britain airfield, a historic racecourse and motor circuit, two golf courses and one of the oldest cricket grounds in the country, all centred around the magnificent Goodwood House.

THE ROLE

Job Title

Commercial Director

Reports to

Chief Commercial Officer

Direct Reports

Sponsorship Sales Team

Partnerships Team

Creative Services

Business Development

Location

London/Goodwood

Nature and Scope

The Commercial Director will drive the commercial strategy for all Sponsorship and Sporting Membership alongside other Estate revenues, working closely with the Commercial Leadership Team on the development of key strategies to grow revenues for the group in excess of £100 million over the next three years, whilst maintaining profit growth.

Setting the commercial strategy with the Chief Commercial Officer, the Commercial Director will lead the team to create and identify imaginative new business opportunities across a portfolio of assets and rights that delivers £30 million plus per annum. The Commercial Director will work also closely with the Partnership Directors to identify opportunities for growth from existing partnerships.



KEY RESPONSIBILITIES

Develop a dynamic and creative revenue and margin growth strategy that delivers long term sustainability for the business.

Deliver revenue targets of £30 million plus annually whilst growing profit margins.

Take an empowering approach to leading, motivating and developing the team, inspiring them through great leadership and innovation.

Develop broadcast and digital media strategy to maximise revenues for the business.

Participate in the creation and delivery of winning sales presentations and creating compelling on-brand propositions that result in the acquisition of new partners for Goodwood.

Collaborate with the Chief Commercial Officer on licencing opportunities for the group.

Deliver own pipeline of sales, setting a proactive example for the rest of the team.

Develop the right insight and measurement tools to retain and acquire business.

Work with the Head of Creative Services to identify new assets that have the potential to deliver a strong commercial return for Goodwood.





KEY RESPONSIBILITIES

Support the Partnership Directors with creating retention strategies for existing partners to ensure that a high level of renewals is maintained.

Ensure that the correct measurement and data tools are in place to drive renewals.

Support renewal discussions as and when required.

Collaborate with key stakeholders on the delivery of insights that demonstrate and deliver outstanding value to our partners.

Identify and utilise, where possible, support from The Duke of Richmond, the Goodwood General Management Team and Non-Executive Directors to bolster the sales process.

Support Business Development across the Estate and actively encourage 'One Goodwood' mentality in the team.

Work closely with key stakeholders across the Estate to continue to take innovative products and services to market adding the most value.

Manage any external sponsorship agency to ensure all activity is seamless and opportunities are shared and maximised.

PERSON SPECIFICATION

SKILLS, KNOWLEDGE AND EXPERIENCE

At least 10 years' experience in delivering consistent commercial growth within a business.

Success in a high-profile, demanding and fast-paced environment at a senior level.

A proven track record of strong leadership and development of people.

Experience negotiating, concluding and overseeing all legal proceedings for commercial contracts.

Effective and proven budget management.

Professional experience in sports, entertainment and/or sponsorship demonstrating commercial capabilities.

Record of demonstrating creativity and innovation when developing future assets and growth in new revenue streams.

Experience of managing multiple stakeholders.





PERSON SPECIFICATION

QUALITIES

Strong commercial capability

Clear strategic and creative thinking

Dynamic, engaging and collaborative leadership approach

Ability to prioritise and organise

Ability to create an energising and supportive commercial environment

Highly driven and energetic approach

Tenacity and resilience

Strong, well-connected networker

Excellent negotiation skills

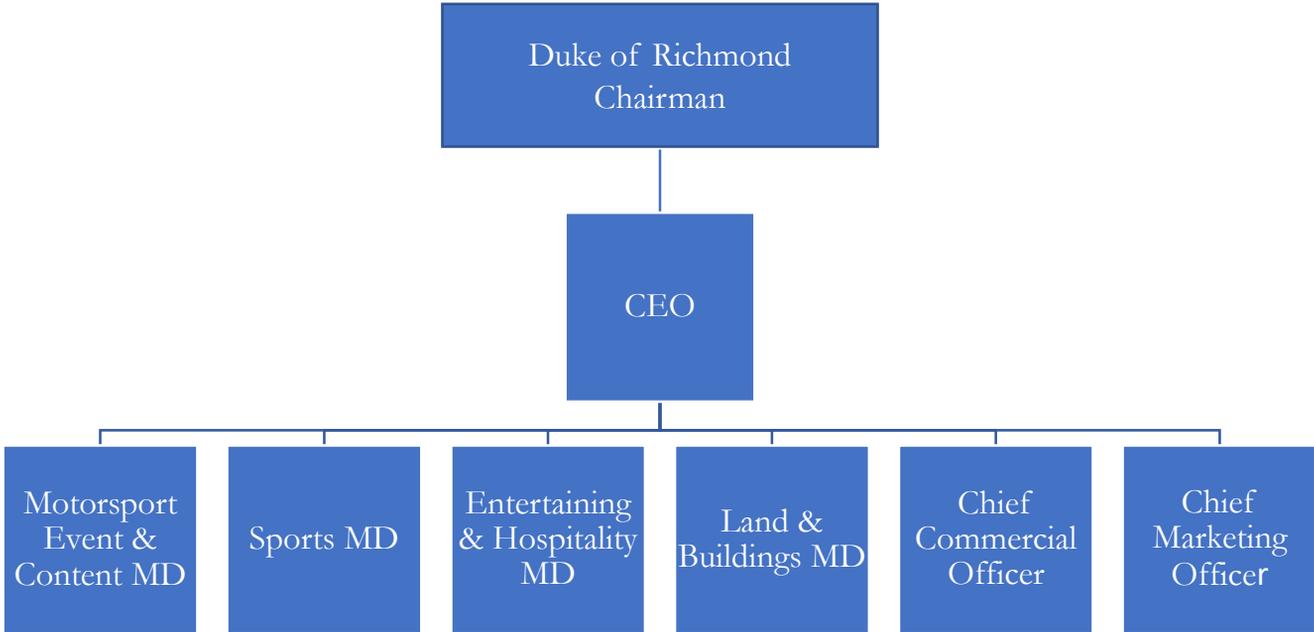
Clear and concise communicator

Team player with the ability to build strong relationships and show care for team members

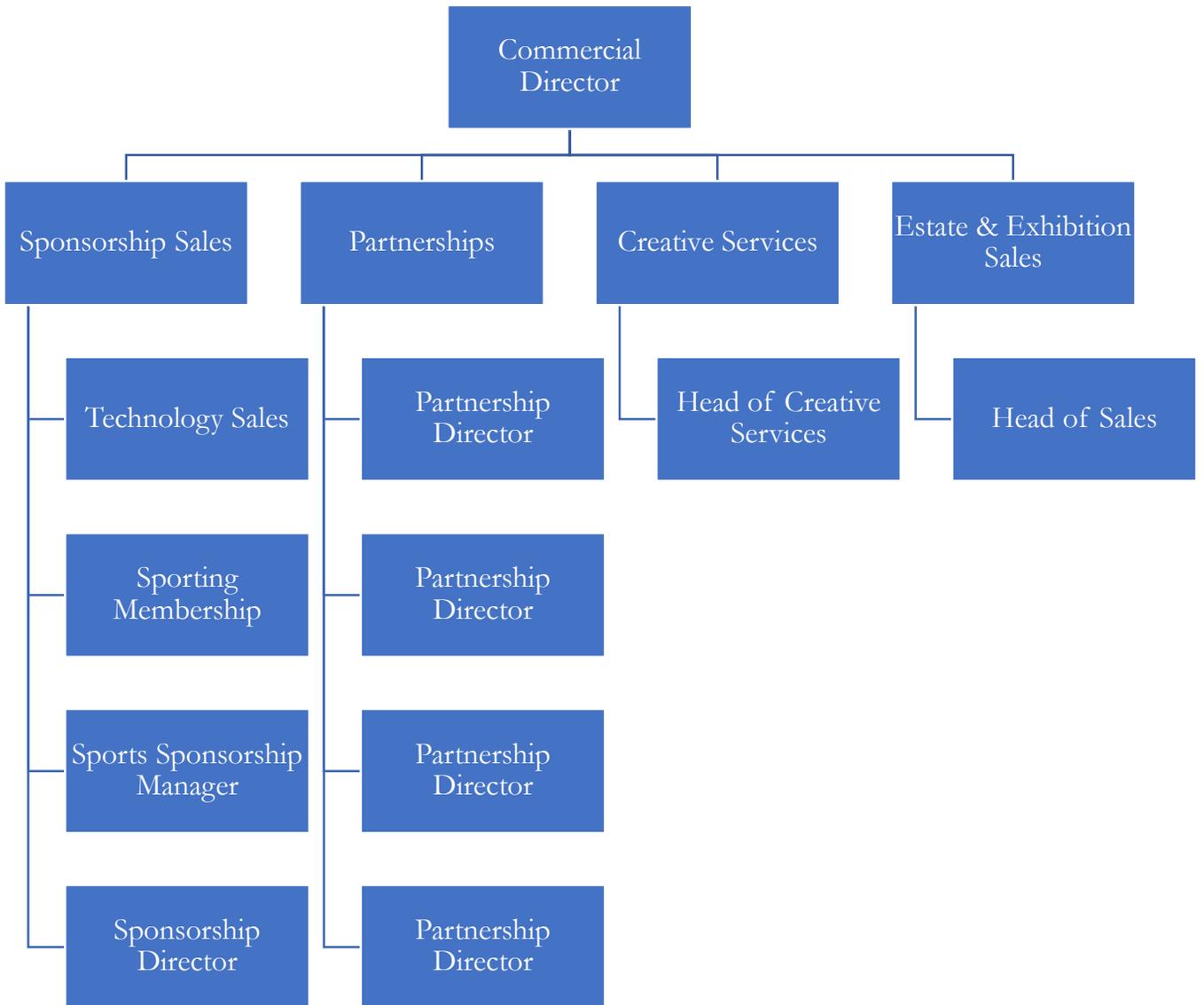
Ability to take decisions for the benefit of the whole organisation

Willingness to do what it takes to get the job done

GOODWOOD GROUP MANAGEMENT TEAM



COMMERCIAL DIRECTOR STRUCTURE





GOODWOOD VALUES

The Real Thing

We employ meticulous attention to detail to create experiences as they should be. We are honest and open.

Derring-do

We don't mind breaking the rules to create the best possible experiences. We will take tough decisions.

Obsession for Perfection

We have an insatiable appetite to get it 100% right. We're madly passionate about what we do.

Sheer Love of Life

We want to make everyone feel special by loving what we do.



CONTACT

For a confidential discussion about the role, candidates should send the following information to the contact below:

Letter of application highlighting relevant achievements and experience

Up-to-date curriculum vitae

Details of current remuneration

CONTACT DETAILS

david.macey@goodwood.com
