



GOODWOOD

The Role

The **Commercial Director** will be part of the Commercial Team and report directly to the Chief Commercial Officer.

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 the unique, luxury brand we are.

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 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

This senior role of Commercial Director will be responsible for driving the commercial strategy for all Sponsorship/Sporting Membership in the business alongside responsibility for other Estate revenues. This involves setting the commercial strategy with the CCO, leading the team to create and identify imaginative new business opportunities across the portfolio of assets and rights that delivers £30m+ per annum.

You will work closely with the Partnership Directors to identify opportunities for growth from existing partnerships, giving your support in renewal discussions as and when required. This involves ensuring that we have the correct measurement and data tools in place to drive renewals.

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. You will inspire your team through great leadership and innovation, supporting them in consistently achieving their targets.

Reporting directly to the Chief Commercial Officer, the Commercial Director will work closely with the Commercial Leadership Team on the development of key strategies to grow revenues for the group in excess of £110m over the next three years, whilst maintaining profit growth.

Key Responsibilities

- Develop a dynamic and creative revenue a margin growth strategy that delivers long term sustainability for the business
- Deliver your own pipeline of sales that sets an example to the rest of the team
- Lead, inspire, motivate and develop the team taking an empowering approach
- Ensure that the pipeline of potential customers for Sponsorship and Sporting Membership is consistently reviewed and conversion levels are growing.
- Responsible for delivering revenue targets of circa £30m+ annually whilst growing profit margins
- Develop the broadcast and digital media rights and maximising revenues from these
- Support the Partnership Directors with creating retention strategies of existing partners to ensure that a high level of renewals is maintained
- Collaborate with the CCO on licencing opportunities for the group
- Work with the Head of Creative Services to identify new assets that have the potential to deliver a good commercial return for Goodwood
- Support Business Development across the Estate driving “One Goodwood” mentality in the team
- Ensure the delivery of insights and measurement that demonstrate and deliver against partner KPI’s supporting business retention.
- Ensure that on-boarding processes are robust enabling smooth transition for sponsors between sponsorship and partnership teams.
- Manage any external sponsorship agency to ensure all activity is seamless and opportunities are shared and maximised
- Identify and utilise the Duke, the GGMT and Non-Executive Directors to support with the sales process
- Work closely with key stakeholders from across the Estate in order to continue to take innovative products and services to market adding the most value

Qualities you will possess

- Strong commercial capability
- Strategic and creative thinker
- Highly driven and energetic
- Proactively collaborates with others
- Tenacious
- Creator of an energising commercial environment
- Strong networker – well connected
- Excellent negotiation and influencing skills
- Great sense of adventure and energy
- Clear and Concise Communicator
- Social Media Savvy!
- Team player – takes decisions for the benefit of the whole organisation
- Cares about the people
- Willingness to do what it takes to get the job done
- Good attention to detail
- Confident to make decisions and to stand by them
- Ability to prioritise and organise
- Thrives on building relationships
- Resilient

What do you need to be successful?

- At least 10 years' experience in delivering consistent commercial growth within your businesses
- Professional experience in sports, entertainment and/or rights holder to that demonstrates commercial capabilities
- Demonstrates strong leadership and development of people
- Experience of negotiating and monetising digital media rights

- Effective and proven budget management
- Demonstrates success in a high profile, demanding and fast paced environment at a senior level
- Negotiated, concluded and has overseen all legal proceedings for commercial contracts
- Demonstrates creativity when developing future assets and growth in new revenue streams
- Experience of influencing in complex organisations and managing multiple stakeholders
- International Sales Experience an advantage
- Knowledge and experience of licencing a brand an advantage

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

BEHAVIOUR	LEVEL
Think Customer	3
Communication & Trust	3
Taking Personal Responsibility	4
Encouraging Excellence & Commercial Success	4
Working Together	3