



GOODWOOD

The Role

The Account Director is a senior member and integral part of the Partnership Management Team, leading the business to ensure best-in-class strategic delivery and development of Partner contracts. They will report directly to the Head of Partnerships.

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

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

Daring Do

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

Obsession for Perfection

It's a team thing – everybody mucks in to make things happen. We're madly passionate about what we do

Sheer Love of Life

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

We want to be the best place to work in the world.

Purpose of the role

- To ensure our Partners receive the best possible customer experience and return on their investment with Goodwood. Striving to deliver above their expectations.
- To work as a true business partner and develop a commercial and strategic long-term relationship, delivering for both parties' key objectives.
- To champion Goodwood's vision and values to both existing and new Partners as well as the wider industry.

Key responsibilities and attributes

Partnership Portfolio

- Responsible and accountable for developing strong senior and executive level relationships with commercial Partners.
- Build existing Partnership proposals and establish strong commercial foundations.
- An excellent knowledge of and/or strong interest in the horse racing industry and sport in general. This is essential as this role requires the need to understand the issues facing the sporting industry as a whole and how they apply to sponsorship.
- Explore future facing strategies and innovative opportunities for growth, in particular relating to horse racing, for example the influence of technology and evolution of the betting industry.
- Responsible and accountable for financial management of Partner revenue.
- Demonstrate credibility, professional integrity and gravitas.
- Instil a genuine sense of collaboration both internally and externally.
- Take all necessary measures to gain a full understanding of Partners' business; their issues, opportunities and objectives and search out inspiring strategic and creative solutions to continually deliver against them.
-

Team Development/Direct Reports

- Responsible for nurturing, coaching and developing direct reports to be the best they can be to deliver exceptional customer service to the Partner portfolio and internal contacts.
- Impart useful knowledge and insight around the automotive industry to ensure the wider Partnership Management team benefit.
- Identify the right team members for succession planning through regular performance reviews and personal development plans, actions and behaviours.
- Drive cultural change in response to business needs and encourage team to observe and demonstrate commercial behaviours that are solutions focused.
- Be a 'go-to' person for the team and a point of escalation in support of both external and internal partner relations.
- As part of the senior team, responsible for informing and involving Head of Partnerships on commercial progress of all partnership activity, key business decisions and overall leadership of the department to ensure Partnership Management Team is delivering on all levels.

'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

- Passion for what you do and inspiring that in others
- Positive and friendly with a "can do attitude"
- Attention to detail
- Ability to prioritise and organise
- Proactive
- Self-managing
- Solutions driven
- Confident to make decisions and to stand by them
- Good negotiation and influencing skills
- Excellent communicator
- Strategic
- A sense of fun!

What do you need to be successful?

- Exceptional track record in Partner relationship management.
- Exceptional track record of expanding commercial relationships with existing Partners into new streams of revenue.
- Experience with onboarding new Partners and embedding them into a new rights holder's organisational practices.
- Dynamic and strong leader with the ability to inspire, galvanise action and direct the business – must have prior experience of leading a team.
- Excellent communication skills – both written and verbal – with the ability to influence.
- Exceptional at working effectively under pressure.
- Ability to manage conflict situations effectively and navigate to resolutions.
- Experience in anticipating senior stakeholder requests and proactive response to business needs.
- Ability to travel to client meetings, both UK and abroad, and to work out of hours as is the nature of events.
- Minimum 5+ years' senior experience within sponsorship management or related industries.

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

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