



GOODWOOD

The Role

The **Research Assistant** will be part of the Sponsorship Sales team.

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

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.

Purpose of the role

Sponsorship sales

You will be responsible for providing market intelligence to the sponsorship sales team, identifying target categories, companies within those categories and individuals within those companies, that are suitable sponsorship prospects for Goodwood's major events and estate wide opportunities.

You will be required to identify market trends that may give rise to additional sponsorship sales targets.

You will further be responsible for providing insights into specific prospects to assist the sponsorship sales presentations.

Key responsibilities

Sponsorship sales

Identify target companies within specific market sectors and the individuals within those companies who will be the key sponsorship decision makers.

Provide the sponsorship sales team with accurate contact information for each individual target.

Identify useful sources of information, both free and subscriber based.

Review a wide range of newspapers and magazines for information for potential opportunities and market trends.

Provide more detailed information on specific prospects, giving further intelligence and assistance to the sponsorship sales process.

Qualities you will possess

- Good analytical skills
- The ability to find proactively find sources of information
- Ability to provide clear reports
- Positive and friendly with a “can do attitude”
- Attention to detail
- Ability to prioritise and organise
- Proactive
- Good communicator
- Confident telephone manner

What do you need to be successful?

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

BEHAVIOUR	LEVEL
Think Customer	1
Communication & Trust	1
Taking Personal Responsibility	1
Encouraging Excellence & Commercial Success	1
Working Together	1