



# GOODWOOD

## The Role

The **Head of Business Development** will be part of the Entertaining and Hospitality division and report to the Director of Estate Sales.

## 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

You will lead the Business Development Team to achieve targets and deliver clear strategies to drive and grow new business opportunities within the meetings and events market.

You will be responsible for creating and delivering strategies to drive new business from the C Suite sector, HNWIs and international markets. You are responsible for the delivery of the Hound Lodge revenue target.

## Key responsibilities

- Effectively manage the Business Development Team within Entertaining & Hospitality to achieve budgeted annual revenues and KPIs
- Responsible for the delivery of the Hound Lodge revenue budget (excluding UBS, shoot and Sporting Members)
- To play a key role driving international business to Goodwood and support the relationship with nominated sales representation agencies

- To generate new business through research and development of target accounts, sectors and agents
- In addition to the Hound Lodge budget, you will be expected to deliver new revenue and corresponding margin across the estate. These targets will be set annually.
- To effectively penetrate existing customers and members of Goodwood to develop a deeper understanding of their needs and identify opportunities.
- Work closely with the Sponsorship and Sporting Membership teams, sharing ideas, leads and targets.
- Continuously develop a significant pipeline of potential new contacts and business.
- To foster long term relationships
- To take a “champion role” for Hound Lodge, ensuring it is kept front of mind by the entire sales team and that all estate business development initiatives are coordinated.
- To generate on a monthly basis a comprehensive business report to communicate the activity that has taken place and the business opportunities and results that have been identified and achieved.
- To measure the success of and report on all pro-active activity, including and not limited to entertaining and exhibitions and make recommendations for future events
- To actively partake in new product development to create innovative products suitable for emerging markets
- To work with key stakeholders and provide feedback that continues to evolve and improve customer journeys
- To be instrumental in creating a one goodwood sales team

## People

- Inspire and lead the team, providing a clear vision with actionable insights and clear measurement of success.
- Develop and invest in the team, their skills and through PDP's enable career progression
- To create a team structure that nurtures and grows talent enabling you to effectively succession plan within your team

<b>Qualities you will possess</b>
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| <ul style="list-style-type: none"> <li>• Results orientated</li> <li>• Resilience</li> <li>• Commercially Astute</li> <li>• Articulate</li> <li>• Ability to create exciting/motivational sales culture</li> <li>• Excellent Presentation Skills</li> <li>• Strong negotiator</li> <li>• Creative Thinker</li> <li>• Effective influencer</li> </ul> | <ul style="list-style-type: none"> <li>• Ability to juggle multiple priorities in a fast paced environment</li> <li>• Passion for what you do</li> <li>• Strives for excellence</li> <li>• Demonstrates empathy in business</li> <li>• Enjoys a challenge!</li> <li>• Prepared to make decisions</li> <li>• Highly organised</li> </ul> |
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<b>What do you need to be successful?</b>
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- Proven track record in delivering consistent commercial success and achieving targets
- Confident networker at a senior level
- Experience of working in a similar role with HNWI
- Has global experience and international connections
- Demonstrates experience of building deep pipelines of business

- A strategic thinker with experience of successfully influencing and directing strategic development in a complex stakeholder environment
- Experience of operating successfully in luxury brands
- Successful negotiator at a high level
- Strong commercial acumen
- Experience of managing complex partnerships
- Have a passion for good service with the ability to anticipate clients needs and to exceed their expectations
- Knowledge of the hospitality industry
- Excellent client management skills particularly at a senior level
- Ability to work as part of a wider multi-discipline team.
- Able to demonstrate creative thinking in previous roles
- High level commercial thinking and behaviours
- IT literate and systems orientated with experience on a CRM system, preferably Delphi

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

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