



# GOODWOOD

## The Role

The **Account Manager** will be part of the **Partnership Management Team** and will report to the **Account Director**.

## 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

To provide key support during a crucial and busy time of year. To assist in the management and delivery of partners' sponsor activations at Goodwood's three main events; Festival of Speed, Qatar Goodwood Festival and Goodwood Revival.

Providing support to the existing team, and in some cases taking full responsibility for a portfolio of partners, working proactively and collaboratively to deliver exceptional customer service. Supporting colleagues and partners with their brand activation to maximise exposure, whilst striving to demonstrate ROI and drive incremental sales within the framework of the department KPI targets.

## Key responsibilities

- Support the delivery of partners sponsorship rights with effective event and activation planning for Goodwood's headline events and year-round activity within Goodwood Venues as appropriate (365day businesses)
- Nurture and build strong relationships as the partners key contact at Goodwood for all assigned accounts, through proactive communication and regular meetings both at Goodwood and in the

client offices where appropriate a presence in their environment and regular account management meetings (it's all about delivery mainly based at GW March to Sept

- Work collaboratively with the partner and the Goodwood marketing teams to deliver against joint marketing and PR strategies to support brand KPIs both on and off event
- Knowledgeable and confident in presenting the latest ROI and Research information available and to be able to deliver a compelling message for investing in sponsorship
- Responsible for the financial management of client portfolio including costs, profit margins, retention and incremental sales

### Qualities you will possess

- Passion for what you do
- Positive and friendly with a “can do attitude”
- Attention to detail
- Ability to prioritise and organise
- Proactive
- Take responsibility for yourself
- Confident to make decisions and to stand by them
- Good negotiation and influencing skills
- Excellent communicator
- A sense of fun!

### What do you need to be successful?

- Ability to prioritise, organise and manage a diverse and complex workload and to work under pressure
- Strong planning and organisation skills with excellent attention to detail
- Ability to form sound relationships with major accounts and build trust/rapport
- Excellent communication skills – both written and verbal – with the ability to influence
- Ability to anticipate client needs, respond appropriately to all clients queries and exceed expectations
- Willingness to travel to attend meetings at partners offices, both in the UK and Europe
- Ability to drive additional sales from existing clients
- High degree of computer literacy with ability to use Microsoft and PowerPoint
- Enthusiastic and self-motivated
- Verbal, numerical and analytical ability
- Ability to work both as part of a team and under own initiative
- A good general knowledge of brand marketing and ROI measurements
- Able to work flexibly to meet the needs of the business
- Creating a customer centred environment
- Relevant and substantial experience of working in client relations at corporate level in a customer facing role
- Must live within a reasonable commuting distance from Goodwood and have access to reliable transport

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

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