



GOODWOOD

The Role

The **Racecourse Sales Executive** will be part of the Sporting Sales Team and report to the Head of 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

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

To drive revenue through the sale of Racecourse Sponsorship & Hospitality.

Key responsibilities

- To proactively promote the sale of Racecourse Sponsorship & Racecourse Hospitality
- To drive revenue through the sale of Horse Racing Sponsorship, Hospitality ensuring KPI's are met
- To engage in sales projects across the Estate to supporting business sales targets
- To plan / activate sales activity to ensure a healthy pipeline is maintained
- To generate new business through pro-active sales calls to Corporate Accounts, Private Individuals, Clubs and Agents to achieve revenue targets.

- The effective management of all incoming Racecourse enquires ensuring we provide the customer with a proposal that meets their requirements and arrives within the agreed timeframe in a clear and professional manner
- To host existing and potential clients during racedays, ensuring that client expectations are exceeded
- To efficiently follow up all bookings within the agreed timeframe to ensure that the conversion of business is optimised
- To ensure that the CRM system is kept up to date at all times to ensure accurate recording of clients details and requirements
- To have a full understanding of all Goodwood products and experiences to enable effective selling of these events and pro-actively cross sell all aspects of the Estate to maximise sales opportunities
- To successfully maintain & develop existing client relationships through networking opportunities on event days and regular telephone contact at timely intervals throughout the season
- To assist with the identification and creation of sales and marketing ideas to promote all Sporting products and to contribute ideas for new products and services in response to but not limited to customer feedback
- Have a full understanding of competitor activity including product content and pricing and understanding the impact on Goodwood when negotiating with clients.
- Work closely with other stakeholders, particularly the Racecourse, Partnership Management and the Creative team.

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?

- Strong experience of working within a fast-paced commercial sales environment
- Excellent proactive Telesales experience
- Strong IT skills, specifically in Microsoft packages
- Excellent organisational & administration skills
- Ability to plan daily/weekly work schedule
- Excellent verbal & written communication skills and a customer facing approach
- Ability to work well within a busy team and independently
- Ability to take your own initiative
- Full current driving license

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

BEHAVIOUR	LEVEL
Think Customer	3
Communication & Trust	2
Taking Personal Responsibility	2
Encouraging Excellence & Commercial Success	2
Working Together	2