



GOODWOOD

The Role

The Senior Partnerships Manager will be part of the Partnerships Management team and report to the Senior Partnerships Director.

About us

Goodwood is a quintessentially English estate, set in 12,000 acres of rolling West Sussex countryside. Rooted in our heritage, we deliver extraordinary and engaging experiences in modern and authentic ways. But what really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes Goodwood the unique place it is.

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 Goodwood to be **'the home of exceptional experiences'**.

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

Responsible for ensuring the successful management and world-class delivery of all Partner contracts; from initial inductions through to campaign, event activation and follow-up.

To directly manage the relationship between Goodwood and a very specific portfolio of key lifestyle and technology focused Commercial Partners.

To ensure all Partners receive the best possible customer experience with Goodwood, building on existing relationships and identifying new opportunities to drive incremental revenue.

Key responsibilities

Partnership Portfolio

- Identify Partners' key objectives and work collaboratively to deliver and evaluate them, with particular focus on delivering ROI on digital activations.
- Nurture and build exceptionally strong relationships with Partners' across all levels of their business.
- Manage key internal stakeholders to deliver across a broad range of contracted rights, from digital content to retail sales & event operations

- Demonstrate commercial acumen focused on ROO and ROI, particularly in digital
- Financial management of Partner commercial portfolio including costs, profit margins, retention and incremental sales.
- Work in total collaboration with the Creative and Commercial Sales team to develop strategic, creative and commercially driven proposals
- On-boarding new commercial Partners once the Sponsorship Sales team have finalised contracts.
- Work collaboratively with a variety of technology Partners and their agencies to ensure cohesive campaign delivery e.g. digital, marketing, PR, operations, research etc.

‘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.

Qualities you will possess

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| <ul style="list-style-type: none"> • Passion for what you do • Positive and friendly with a “can do attitude” • Attention to detail • Ability to prioritise and organise in a fast-paced environment • Proactive | <ul style="list-style-type: none"> • Take responsibility for yourself • Confident to make decisions and to stand by them • Good negotiation and influencing skills • Excellent communicator • Solutions driven • A sense of fun! |
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What do you need to be successful?

- Proven track record of successful partner relationship management across a range of brands/businesses
- Experience working for/with technology brands is desired
- Commercially minded and comfortable managing partnerships over £1m in value
- An understanding of the current online marketing landscape and how this impacts Goodwood as a Rights Holder
- Strong background in marketing (on and offline), brand and digital activation
- Comfortable presenting ROI data from digital campaigns, with particular focus on reach, engagement, views and AVE media value. You know how to benchmark success and give context to results gained
- The ability to draw insights from data and turn these into actionable plans to achieve the best possible results for partner
- Ability to engage and get the best out of stakeholders, showing both leadership and active listening.
- Experience in anticipating client needs and to strive to exceed expectations.
- Ability to drive additional sales from existing clients.
- Ability to travel within the UK and abroad.
- Ability to work flexibly in line with the event industry norms.