

**GOODWOOD**

**The Role**

The **Aviation Commercial & Sales Manager** will be part of the Aviation leadership team reporting to the Aviation GM.

**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 Daring Do Obsession for Perfection Sheer Love of Life**

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| We employ meticulous attention to detail to create experiences, as they should be. We are honest and open. | We don't mind breaking the rules to create the best possible experiences. We will take tough decisions | It’s a team thing – everybody mucks in to make things happen. We're madly passionate about what we do | We want to make everyone feel special by loving what we do. |

**Purpose of the role**

Responsible for managing and selling all products and assets associated to Goodwood Aviation including Flying School products, Aerodrome, Engineering, Events and Membership. Working within industry to promote the profile of Goodwood Aerodrome as a business or leisure destination.

**Key responsibilities**

* Deliver and exceed the revenue targets for Aviation as set out in the annual budget
* Develop and deliver a proactive sales culture within the team, to grow existing business whilst researching and developing new target audiences that deliver the sales revenue target
* Identify and target any Business Development opportunities to further monetise the Aviation brand
* Develop and implement clear reporting processes to show existing performance, pipeline, new business
* To manage and report on the commercial position of Aviation and ensure that Exhibitions Sales, Sponsorship Sales and Estate Sales understand our products and are selling our assets all year round
* To grow third party partnerships creatively delivering a greater commercial input to the business
* To be active within industry in growing out business based tenant portfolio.
* To formulate the annual creation and implementation of a strategic sales plan delivering in our budgeted growth areas
* Deliver commercial budgetary requirements of the Festival of Speed Aviation Exhibition
* To proactively network in the Aviation industry and attend other events and trade shows to support the growth and awareness of Goodwood
* To ensure business commercial process and administration is efficient and accurate
* Review products constantly and instigate changes where necessary to increase revenue
* Review customer base to deliver growth and new business opportunities

**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 personal and team delivery
* 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?**

* Proven track record in a proactive Sales Manager role
* Experience of people management
* Evidence of working to and achieving targets
* An excellent standard of education
* Experience of developing an excellent customer centred environment
* An aviation background is a distinct benefit

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

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