



TITLE OF POSITION: Customer Relations Executive

REPORTS TO: Customer Relations Manager

OFFICE LOCATION: Sydney, Australia

CONTRACT TYPE: Fixed Term, December 2027

ROLE OVERVIEW

The **Customer Relations Executive** is responsible for delivering a high-quality, end-to-end customer experience across the post-purchase lifecycle through to event delivery for the Men's Rugby World Cup 2027 Experiences programme within Australia. The role ensures consistent, timely, and effective customer communication, supporting customer satisfaction, retention, and programme success. Working collaboratively and closely with key stakeholders and project teams, the role contributes to improved customer engagement and commercial outcomes. The position plays a key role in supporting seamless service delivery across all customer touchpoints.

MAIN ACCOUNTABILITIES

- **Customer Care:** Act as the first point of contact for customer enquiries across phone, email, and digital channels, ensuring timely responses that maintain high customer satisfaction.
- **Customer Communications:** Manage customer communications to ensure clear, accurate information that supports a consistent and positive customer experience across all touchpoints.
- **CRM Management:** Maintain accurate customer records and utilise CRM systems effectively to support customer engagement, reporting, and data integrity.
- **Reporting Support:** Support the preparation of reporting and data analysis to provide actionable insights that improve service delivery and customer experience.
- **Customer Insight:** Gather and analyse customer feedback to identify trends and contribute to continuous improvement of fan experience and service delivery.
- **Commercial Support:** Identify upselling and upgrade opportunities during customer interactions to support revenue growth and achieve team commercial objectives.
- **Stakeholder Coordination:** Liaise with key stakeholders and internal project teams to resolve enquiries efficiently and ensure a seamless and consistent customer journey.
- **Process Improvement:** Support the development and implementation of processes that improve response times, service consistency, and operational efficiency.
- **Event Delivery Support:** Deliver customer service support during live events to ensure smooth operations and a high-quality customer experience onsite.
- **Training & Awareness:** Support delivery of customer experience training and guidance to improve internal awareness, capability, and consistency of service standards across teams.

KEY EXPERIENCE

- **Customer Service Expertise:** Experience delivering high-quality customer service in a fast-paced environment, managing enquiries and maintaining consistent service standards across multiple channels.
- **CRM & Data Management:** Experience using CRM systems to maintain accurate customer records and support communication, engagement, and reporting activities.
- **Data & Reporting Skills:** Proficient in Microsoft Excel and Office tools, with experience supporting reporting, data analysis, and generating insights to improve service delivery.
- **Organisation & Training Support:** Strong organisational skills with attention to detail, with experience supporting process documentation, training activities, and efficient day-to-day operations.

DESIRABLE COMPETENCIES

- **Communication Skills:** Communicates clearly and confidently across written and verbal channels, building positive relationships with customers and stakeholders while maintaining a professional approach, including complaint management.
- **Customer Focus:** Demonstrates a proactive approach to delivering high-quality customer experiences, anticipating needs and consistently exceeding expectations.
- **Problem Solving:** Takes ownership of customer issues, applying structured and solutions-focused thinking to resolve challenges efficiently and maintain positive outcomes.
- **Adaptability:** Responds positively to changing priorities and peak service periods, maintaining performance and professionalism in fast-paced event environments.



A passion for sports is beneficial but not essential.

WHO WE ARE

STH Group is a **Sodexo Live!** company, with offices in London, Miami, Auckland, Sydney and Melbourne, enabling a truly global reach and service offering.

Our Company partners with event owners to make the biggest sporting events in the world – even better! From the Olympic Games in London and Tokyo, the Cricket World Cup in England & Wales to the Rugby World Cups in Japan, England, New Zealand and France, our award-winning team cover the globe to create travel and hospitality programmes with one simple ambition – to leave sports fans knowing they have just been part of an experience of a lifetime.

At STH, you **belong to something greater**; our experiences are unique and so are our people. Bring personality, your background and your desire for delighting others; in return we'll give you all you need to thrive. Through joining STH, you will be part of an inclusive and driven culture, that focuses on collective success and empowerment; we thrive on making the memorable, unforgettable for thousands of global sporting fans. We champion the ethos of the sports teams we represent and ensure our culture is one that is opportunity driven, both for the customers we serve – and the people who make them possible!

WHAT WE STAND FOR

STH Group identify the below values as fundamental commitments for every member of our team. Like the athletes we admire and connect with fans, we use these as our guiding compass in everything that we do, which supports a “one-team” mentality, culture-code and aligned directive.

- **Service Spirit:** We are customer obsessed, encouraging our teams to anticipate expectations and take pride in all services they deliver.
- **Spirit of Progress:** We strive to be trailblazers, we seek continuous improvement and innovation in everything that we do.
- **Team Spirit:** We thrive on winning together, delivering exceptional outcomes for our customers, employees, partners and the communities in which we operate.