



TITLE OF POSITION: Senior Sales Executive

REPORTS TO: Head of Sales (Melbourne)

OFFICE LOCATION: Sydney, Australia

CONTRACT TYPE: Fixed Term, December 2027

ROLE OVERVIEW

The Senior Sales Executive is responsible for driving revenue growth across our project portfolios, with a focus on expanding into diverse and emerging consumer markets for major global sporting events across Australia. Working closely with the Head of Sales, this role delivers customer-centric sales strategies, builds strong client relationships and champions our premium product offerings. The role operates collaboratively across the national sales function to support aligned commercial delivery and priority programmes, including Rugby Australia.

MAIN ACCOUNTABILITIES

- **Strategic Sales Leadership:** Partner with senior commercial leadership and key stakeholders to implement customer-centric sales strategies that align to business objectives and deliver sustainable revenue growth.
- **Revenue Delivery:** Achieve agreed sales targets through the sale of premium travel and hospitality programmes, improving conversion and maximising commercial outcomes.
- **Client Partnerships:** Build and maintain lasting client relationships across sectors, ensuring exceptional service delivery that strengthens loyalty, repeat business and brand reputation.
- **Consultative Selling:** Champion the consultative sales process and embed the STH Science of Selling to increase client value, long-term loyalty and satisfaction.
- **Innovative Sourcing:** Apply progressive sales tactics and proactively source opportunities through corporate networks and initiatives to expand pipeline and drive revenue.
- **Market Expansion:** Identify and penetrate new markets and untapped sectors using data-led insights and creative entry strategies to increase customer reach and market footprint.
- **Pipeline Governance:** Maintain a healthy and accurate sales pipeline, using CRM discipline to strengthen forecasting, reporting accuracy and decision-making.
- **Sales Initiatives:** Lead sales initiatives including packaging, pricing and go-to-market timelines, partnering cross-functionally to maximise revenue opportunities.
- **Product Positioning:** Position STH's premium offerings effectively in the marketplace, clearly articulating value and differentiation to improve win rates and client outcomes.
- **Data-Driven Decision Making:** Use sales analytics and market data to refine strategies and tactics, ensuring activity is prioritised towards the highest-value opportunities.

KEY SKILLS AND EXPERIENCE

- **Sales Experience:** Demonstrated experience in a sales role, with a proven ability to drive revenue growth, lead sales initiatives and consistently meet or exceed targets.
- **Client Relationship Management:** Strong experience building and maintaining long-term client relationships through consultative engagement, including face-to-face meetings and structured sales conversations.
- **Commercial Communication:** Clear and influential communicator, able to engage effectively with clients and collaborate across internal teams to support commercial outcomes.
- **Pipeline Conversion:** Experience managing a sales pipeline and progressing opportunities through to conversion in a structured, results-focused environment.

DESIRABLE COMPETENCIES

- **Results Focus:** Strong drive to achieve and exceed sales targets, demonstrating resilience, accountability and a consistently results-driven mindset.
- **Consultative Approach:** Skilled in consultative selling, with strong written communication capability and the ability to influence customer outcomes through value-led conversations.
- **Passion for Sport & Industry Knowledge:** Genuine enthusiasm for sport and a strong interest in the sports and hospitality sector, with particular exposure to or deep interest in Rugby Union.
- **Customer-Centric & Team-Oriented:** Customer-centric and collaborative, committed to contributing positively to team culture and leading by example to support collective success.

SPORTS TRAVEL AND HOSPITALITY LIMITED

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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.