



TITLE OF POSITION: Account Manager - Official Travel & Hospitality Agent Program

REPORTS TO: Head of Travel & Tourism

OFFICE LOCATION: Sydney, Australia

CONTRACT TYPE: Fixed Term, December 2027

ROLE OVERVIEW

The Account Manager will manage the full lifecycle of Official Travel & Hospitality Agents outside the UK and Europe for Men's Rugby World Cup (RWC) 2027 Experiences in Australia, ensuring seamless onboarding, compliance, and operational efficiency. Working closely with the Head of Travel & Tourism, this role drives revenue growth through strategic agency relationships and innovative sales initiatives.

MAIN ACCOUNTABILITIES

- **Manage Agency Administration:** Oversee daily administrative interactions with agencies, providing programme guidance, resources (e.g., seating maps), and deadline reminders to enable efficient agency operations.
- **Drive Revenue Opportunities:** Identify and pursue new business opportunities aligned with the programme's commercial goals to support revenue growth and market expansion.
- **Administer Booking Processes:** Collaborate with the Head of Travel & Tourism and Ticketing Manager to coordinate agency ticket and experience orders, exchanges, and returns to ensure smooth, efficient, and compliant ticketing workflows.
- **Lead Agency Onboarding:** Manage end-to-end onboarding of new agencies to ensure seamless integration into the programme and adherence to rightsholder standards, enabling consistent partner performance from the outset.
- **Lead Communication Management:** Oversee and manage agency inboxes to ensure timely, proactive, and consistent communication with all partner agencies; maintain accurate records in the CRM to support transparency, traceability, and high-quality relationship management.
- **Monitor and Mitigate Risk (Black Market Activity):** Proactively monitor markets (excluding UK and Europe) for black market activity, maintaining a detailed register of unofficial operations to ensure compliance with regulations and protect brand and commercial integrity.
- **Ensure Contractual Compliance:** Monitor and enforce compliance with rightsholder and agency agreements to safeguard legal and regulatory obligations and uphold the integrity of the programme.
- **Coordinate Agency Reporting:** Collect and manage timely and accurate reports from agencies as required by rightsholders to ensure accountability, data accuracy, and programme transparency.
- **Onsite Leadership and Agency Relationships:** Act as a key representative at events and throughout the calendar year to support agency engagement, resolve issues in real-time, and build strong, collaborative relationships that contribute to event success.
- **Support Ad Hoc Project Needs:** Undertake additional tasks assigned by senior leadership to contribute to broader project goals and ensure operational flexibility and team support.
- **Foster Cross-Team Collaboration:** Work closely with the Rugby World Cup Experiences internal sales team and UK-based Account Manager to align on strategic priorities, ensuring unified efforts across markets and channels for cohesive programme delivery.

KEY EXPERIENCE

- **Client Relationship Management:** Demonstrated expertise in building and maintaining strong client relationships through face-to-face meetings, consultations and effective communication, both in person and over phone & Teams video calling.
- **Influential Communicator:** Clear, effective communicator across all levels, fostering collaboration with internal teams and external stakeholders.
- **Sales focused:** A hunger for results, with a natural drive to thrive on working to performance targets.

DESIRABLE COMPETENCIES

- **Self-Starter:** Demonstrates initiative and resourcefulness by independently identifying opportunities, taking ownership of tasks, and managing interdepartmental projects while tracking and progressing multiple priorities simultaneously.
- **Drive for Results:** Demonstrates resourcefulness in managing interdepartmental projects and tracking multiple tasks simultaneously, while maintaining a strong focus on achieving program growth and delivering measurable outcomes that consistently meet or exceed performance targets.



- **Passion for Sport & Industry Knowledge:** Brings deep understanding of the sports industry and enthusiasm for its growth, leveraging insights to enhance programs and client engagement.
- **Customer-Centric and Team-Oriented:** Prioritises exceptional customer experiences while fostering teamwork, building strong relationships, and leveraging collective strengths to deliver outstanding service.
- **Thrives Under Pressure:** Thrives in high-pressure environments, remaining focused and effective when managing tight deadlines, complex challenges, and critical decision-making.

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.