



**Job Listing:** Business Development Executive

**Reporting to:** Group Commercial Director

**Location:** London, UK

**Contract type:** Permanent

#### Principal Function:

STH Group is a global leader in premium spectator experiences, delivering innovative travel and hospitality programmes at major sporting events. We are seeking a driven and experienced **Business Development Executive** to support the growth and retention of client relationships and contribute to the global business development strategy. This is a hybrid role involving both external engagement and internal strategy and documentation, requiring strong communication, project management, and analytical skills.

#### Essential Responsibilities:

- **Develop proposals and pitch documents** for client opportunities to increase win rate of new and renewed contracts.
- **Coordinate cross-functional teams** to deliver timely, well-rounded bids that align with client expectations and internal business objectives.
- **Build and maintain CRM records** (Salesforce) to enable pipeline transparency and informed forecasting.
- **Produce internal briefing documents and research insights** to identify and validate new business opportunities.
- **Create and maintain commercial financial models** in partnership with Finance to ensure proposals are commercially viable.
- **Track key milestones** in business development lifecycle to support contract renewals, retentions and re-engagements.
- **Establish and strengthen client and prospect relationships** to support brand trust and long-term partnerships.
- **Represent STH** at key industry events and forums to enhance market visibility and uncover emerging opportunities.
- **Contribute to white papers and industry insights** that reinforce STH's leadership in sports hospitality innovation.
- **Collaborate with design and content teams** to elevate the visual and narrative quality of client-facing materials.

Note: This role may require flexible working hours and occasional international travel.

#### Qualifications/Skills:

##### Essential

- Demonstrative experience in a sports-focused commercial role, preferably within travel, hospitality, or event delivery sectors.
- Demonstrable experience working across multiple international markets, with cultural sensitivity and time zone coordination.
- Proven track record in managing complex proposals and bid submissions in high-value commercial environments.
- Experience preparing written commercial content such as RFP responses, pitch decks, or investment proposals.
- Proficient in Microsoft Office (particularly PowerPoint, Excel and Word) and working knowledge of CRM systems such as Salesforce to support pipeline tracking and account management.

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**SPORTS TRAVEL AND HOSPITALITY LIMITED**

Oriel House, 26 The Quadrant, Richmond, TW9 1DL

[www.sportstravelhospitality.com](http://www.sportstravelhospitality.com)



### Desirable

- Strong written communication skills, with the ability to translate complex information into compelling, client-facing narratives.
- Analytical thinker with strong commercial acumen, able to interpret financial and performance data to assess risk/reward and inform strategic decision-making.
- Highly organised and able to manage multiple projects, priorities and deadlines simultaneously.
- Confident communicator, comfortable engaging with clients, partners, and senior stakeholders.
- Self-motivated and proactive, with a natural drive to identify and act on opportunities without needing direction.

### Other Requirements:

- Hours may be extended or irregular to include nights, weekends and holidays.

### Our Values

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.

### Who we are:

STH Group is a Sodexo Live! company, with offices in London, Miami, Auckland, Melbourne and Sydney 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

Through joining STH, you can be part of a motivated, high-performing team that thrive on the excitement of working to bring fans to the heart of the action at the biggest sporting events in the world. We have a collaborative and driven culture, that focuses on collective success and empowerment – maximising opportunities to be innovative in our service offering and ensuring development opportunities are fruitful for our team!

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