



TITLE OF POSITION: Business Development Lead (UK)

REPORTS TO: General Manager UK / *dotted functional line to Group Commercial Director*

NUMBER OF DIRECT REPORTS: None

OFFICE LOCATION: Richmond, London

CONTRACT TYPE: Permanent

ROLE OVERVIEW

We are seeking a Business Development Lead to drive STH's growth strategy across its multi-sport portfolio, working within the wider BD function to identify, pursue, and convert new commercial opportunities. This role will lead the development of high-value partnerships and rights acquisitions that strengthen STH's market presence in the UK.

In addition to their UK remit across all sports, the role will contribute to STH's global business development efforts by becoming the lead for Cricket, developing a deeper understanding of the landscape and supporting international opportunities in this core sport.

The ideal candidate will bring strong commercial acumen and a proven ability to secure long-term growth through confident, informed communication. They will be skilled at building and nurturing relationships, collaborating effectively across teams, and passionate about connecting fans to unforgettable experiences.

MAIN ACCOUNTABILITIES

- Pipeline Development: Identify and research new commercial opportunities to build a qualified UK pipeline that supports STH's long-term growth strategy.
- Proposal & Bid Management: Lead the preparation and delivery of bids and proposals, producing tailored materials and coordinating inputs to strengthen STH's UK brand positioning and maximise win rates.
- Account Growth: Support the management and renewal of existing contracts to strengthen long-term partnerships and drive incremental value.
- Stakeholder Engagement: Grow and manage relationships with relevant UK stakeholders and partners, while working closely with internal teams to ensure opportunities are maximised.
- CRM & Pipeline Leadership: Maintain transparent, accurate pipeline tracking to enable reliable forecasting and informed decision-making at senior level.
- Commercial Contribution: Provide insights and recommendations to the Commercial Director to shape overall business development strategy and senior stakeholder engagement.
- Financial Insight: Contribute to financial evaluations and commercial assessments to ensure opportunities are viable, sustainable, and aligned with STH's business objectives.
- Strategic Market Insight: Analyse global and UK markets, fan demographics, and sponsorship trends to identify opportunities and position STH ahead of competitors.
- Representation: Attend UK industry events and tournaments to expand networks, promote STH's offering, and identify emerging opportunities.
- Performance Review: Lead post-bid evaluations and lessons learned sessions to improve effectiveness of future submissions and strategic alignment.
- Governance: Ensure compliance with relevant regulations and internal governance to protect STH's integrity and reputation in every bid or engagement.

Given the global nature of our business, this role will require flexibility, including occasional international travel and non-standard working hours during peak periods.



KEY SKILLS

- Cricket Insight: Demonstrable sector knowledge and connections.
- BD Track Record: Proven success securing high-value opportunities.
- Commercial Acumen: Strong financial awareness and viability assessment.
- Bid Experience: Skilled in managing complex proposals and submissions

DESIREABLE COMPETENCIES

- Results-oriented: Proactive in seeking opportunities and pursuing leads to secure tangible wins.
- Influential: Strong and adaptable communicator, confident in presenting and representing.
- Resilient: Thrives under pressure and competitive environments
- Collaborative Team Player: Works well with others to meet and exceed shared goals.

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, Auckland, Miami, 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

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!