



TITLE OF POSITION: CRM Manager

REPORTS TO: Digital & CRM Lead

OFFICE LOCATION: UK

ROLE OVERVIEW

The CRM Manager plays a key role in strengthening STH's global digital ecosystem by ensuring reliable, consistent and insight-driven use of CRM and marketing automation platforms. The role delivers hands-on CRM operations, improves data quality, and supports the development of integrated digital journeys that enhance customer experience. Working across markets and functions, the role ensures our teams have the tools, processes and insight needed to drive commercial performance and continual improvement.

MAIN ACCOUNTABILITIES

- **CRM Operations:** Manage day-to-day CRM administration to ensure accurate data, consistent processes and a stable platform that supports global teams.
- **User Support:** Act as first-line support for CRM queries, enabling timely issue resolution and improved user satisfaction across markets.
- **Platform Testing:** Coordinate UAT cycles to ensure new features and fixes are deployed smoothly and deliver intended functional outcomes.
- **Automation Delivery:** Build and optimise marketing automation journeys to improve customer engagement and lifecycle performance.
- **Segmentation Control:** Maintain segmentation and suppression rules to support targeted, effective and compliant communications.
- **Data Integration:** Support integration projects to enhance data flow between CRM, marketing automation, ticketing, e-commerce and BI systems.
- **Data Quality:** Implement data hygiene routines to reduce duplication, improve completeness and strengthen Golden Record accuracy.
- **Governance Management:** Maintain a centralised communications calendar to protect customer experience and reduce message overlap.
- **Insight Reporting:** Build dashboards and reports that provide leadership with clear visibility of customer trends, revenue performance and growth opportunities.
- **Performance Tracking:** Monitor core metrics to identify improvements that increase the effectiveness of campaigns and customer journeys.
- **Training & Adoption:** Deliver onboarding and training to drive consistent CRM use and improve operational performance across teams.
- **Stakeholder Coordination:** Collaborate with regional marketing, sales and service teams to ensure smooth delivery of CRM and automation activities.

KEY EXPERIENCE

- **CRM Expertise:** Proven hands-on CRM operations experience, in a multi-market or scaling environment.
- **Automation Skills:** Experience delivering marketing automation workflows using DotDigital or comparable platforms.
- **Data Knowledge:** Strong understanding of segmentation, data quality principles and customer lifecycle communication.
- **Insight Capability:** Confident analysing data, building dashboards and presenting clear, actionable recommendations.

DESIREABLE ATTRIBUTES

- **Integration Awareness:** Exposure to CRM, ticketing, e-commerce or BI system integrations.
- **Analytical Mindset:** Comfort with predictive analysis techniques or partnering with BI teams to enhance targeting.
- **Detail Orientation:** Passion for clean data, reliable systems and continuous improvement.
- **Collaborative Style:** Confident working across markets, functions and external partners to drive collective progress.

Comfortable utilising flexible working to allow for early starts/late finishes to accommodate global time zones.

SPORTS TRAVEL AND HOSPITALITY LIMITED

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

www.sportstravelhospitality.com

Registered office: One Southampton Row, London, United Kingdom WC1B 5HA

Company number: 07322743



WHO WE ARE

STH Group is a **Sodexo Live!** company, with offices in London, Auckland, 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 of 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.

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