



**TITLE OF POSITION:** Head of Marketing  
**REPORTS TO:** Account & Office Director (Melbourne)  
**OFFICE LOCATION:** Melbourne, Australia

#### ROLE OVERVIEW

The Head of Marketing will drive our mission of amplifying brand visibility and fan engagement, expanding our mission of connecting diverse audiences with sporting moments worldwide. This role leads the strategic marketing efforts for our Melbourne office, to captivate and expand the audience base, utilizing innovative approaches and cross-functional collaborations to ensure that STH's events resonate widely and deeply, driving the growth of global sporting fan experiences

#### MAIN ACCOUNTABILITIES

- **Strategic Marketing Leadership:** Develop and execute the marketing strategy for key events in Melbourne, managing the budget, and ensuring alignment with STH's overall business objectives, resulting in increased brand awareness and market dominance.
- **Agency and Supplier Management:** Direct and coordinate with external agencies and suppliers to ensure that marketing campaigns are innovative, timely, and effectively executed, maximising return on investment.
- **Cross-Functional Team Collaboration:** Work closely with other functional areas including Operations, Finance, and HR to integrate marketing strategies, ensuring that all promotional activities support broader business initiatives and objectives.
- **Data-Driven Marketing Optimisation:** Employ a data-driven approach to marketing, continuously analysing consumer research and digital metrics to refine strategies and improve the effectiveness of marketing outputs.
- **Digital and Social Media Strategy:** Lead digital optimisation initiatives, including website and social media strategies, to enhance online engagement and drive lead generation, utilising the latest tools and analytics for performance measurement.
- **Stakeholder and Partner Relations:** Maintain and strengthen relationships with key partners and stakeholders, developing marketing plans that align with mutual goals and enhance cooperative marketing efforts.
- **Communication:** Oversee the creation and delivery of compelling content and communications strategies that effectively convey the brand message across all channels both internally and externally, ensuring consistency and high engagement.
- **Event and PR Management:** Plan and execute events and PR, developing corporate communication strategies that broaden the fan base and enhance public engagement with STH's brand and offerings.
- **Crisis Management and Public Relations:** Manage public relations issues, conducting damage control when necessary to protect the brand's integrity and maintain public trust.
- **Regulatory Compliance and Data Security:** Ensure all marketing practices comply with relevant legal standards and data protection regulations, safeguarding customer data and company reputation.
- **Business Development:** Contributing strategic input into new business development opportunities for the submission of proposals.

#### KEY EXPERIENCE

- **Proven Marketing Impact:** Demonstrated success in significantly growing audience bases and increasing revenue through targeted marketing strategies, aligning with overall business goals.
- **Expertise in Digital Marketing:** Advanced skills in digital marketing, including SEO, SEM, and social media strategy, with a proven ability to drive digital transformation and lead generation.
- **Strong Stakeholder Management:** Experience managing relationships with key business partners, suppliers, and internal stakeholders, ensuring collaborative and effective marketing efforts.
- **Analytical and Data Management Skills:** Proficient in using data analytics to guide marketing decisions, managing large datasets, and

#### DESIREABLE COMPETENCIES

- **Innovative and Customer-Centric:** Possesses a creative mindset with a focus on developing unique marketing strategies and customer-centric solutions that enhance satisfaction and captivate audiences.
- **Exceptional Communication and Collaboration:** Exhibits outstanding communication skills, adept at articulating clear, persuasive messages and fostering strong relationships across teams to enhance collaborative efforts.
- **Adaptable and Passionate:** Demonstrates resilience and adaptability in evolving market conditions, coupled with a passion for sports and a deep understanding of how to engage effectively with fans and stakeholders in sports marketing.

**SPORTS TRAVEL AND HOSPITALITY AUSTRALIA PTY LTD**  
Suite 2 - Level 12, 276 Flinders Street, VIC 3000, Melbourne, Australia

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

Registered office: Level 40, Governor Macquarie Tower, 1 Farrer Place, NSW 2000, Sydney, Australia  
Company number: 638 319 543



## 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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