



TITLE OF POSITION: Head of Partnerships

REPORTS TO: General Manager, Australia

OFFICE LOCATION: Sydney, Australia

CONTRACT TERM: Fixed term (May to November 2025)

ROLE OVERVIEW

STH Group is seeking a highly motivated and results-driven partnerships expert to join our team. This role will play a critical part in setting up and driving a new commercial opportunity targeting High Net-Worth Individuals (HNWI's) to engage with our exclusive new membership concept. The success and implementation of this concept will set the business up to expand the offering to other markets across the globe including the UK, and USA.

MAIN ACCOUNTABILITIES

- **Market Approach:** Work closely with ALT and executive leadership to align strategy with broader business goals, providing strategic recommendations and commercial insights.
- **Market Research & Analysis:** Conduct market research to stress test and validate the concept and its position in the Australian exclusive event space, providing strategic insights to senior management for optimal product, pricing, and promotion strategies.
- **Lead Identification:** Identify high-net-worth individuals and corporate entities as potential clients for events through thorough market research.
- **Sales Outreach:** Initiate contact with leads via various channels (network, functions, events, phone, email) to introduce and promote membership opportunities, tailoring messaging strategies to meet specific client needs and desires to generate sales interest and business revenue.
- **Sales & Negotiation:** Lead sales discussions, negotiate contracts, and close business deals with prospective clients, ensuring alignment with both client needs and company goals.
- **Sales Presentations:** Deliver compelling sales presentations to highlight the benefits and exclusivity of membership to drive sales ensuring revenue generation and positive business outcomes.
- **Relationship Building:** Develop and maintain strong relationships with clients, understanding their needs and preferences to tailor and refine event offerings ensuring strong market position and future growth.
- **Reporting:** Provide regular updates and reports on sales activities, progress, and outcomes to inform sales position, promoting data driven insights to highlight growth and improvement areas.
- **Identify Cross-Sell Opportunities:** Collaborate with Sydney and Melbourne sales teams to share best practices, leads, and customer insights across the STH portfolio of events to drive business collaboration, promoting combined project success.
- **Global Readiness:** Support the development of a scalable commercial model and best practices that can be applied to future launches in international markets.

KEY EXPERIENCE

- Proven experience in business development & sales, ideally within a similar industry.
- Demonstrated ability to engage and develop relationships with high-profile stakeholders, including rights holders and HNWI's.
- Experience in identifying and securing business acquisitions.

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- Strong negotiation and communication skills with a strategic mindset.
- Ability to understand and pitch new business concepts such as the offering.
- Familiarity with live event management and the travel & hospitality sector
- Self-motivated and able to work within the STH team across Sydney and Melbourne offices
- Strong analytical skills, with the ability to present data and insights to senior management.

DESIREABLE COMPETENCIES

- **Communication Skills:** Exceptional verbal and written communication skills to positively and effectively interact with customers, teams and stakeholders. Maintains high standard of professionalism in all dealings, ensuring confidentiality, integrity and reliability
- **Problem-Solving Abilities:** Proficiency in identifying issues and developing effective solutions to enhance customer satisfaction. Comfortable handling difficult situations and resolving conflicts in a way that maintains positive customer relationships. Proven and demonstrable customer service skills and conflict management skills
- **Adaptability:** Maintains a resilient mindset in challenging situations and shows flexibility to adjust strategies and approaches in response to changing customer needs, market trends, or business priorities.

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!

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.