



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

#### ROLE OVERVIEW

The Head of Sales is tasked with leading and maximizing revenue generation from all sales channels. This strategic role focuses on steering the direct sales team towards exceptional performance and managing key relationships with diverse audience groups. This role will also oversee the best practices adopted to our e-commerce customer journey and driving maximum sales from this on-line channel.

#### MAIN ACCOUNTABILITIES

- **Sales Strategy Leadership:** Devise and implement sales strategies that not only cater to traditional markets but also engage new demographics, enhancing brand reach and increasing market penetration.
- **Sales Team Performance:** Oversee the management of sales delivery, setting team and individual targets and accountabilities, ensuring the sales team is motivated and equipped to meet these goals.
- **Enhanced Reporting:** Design and collaborate with finance to create comprehensive sales reports and analysis documents, ensuring that sales objectives are clearly understood and achieved by all relevant stakeholders. Utilize data-driven strategies to inform sales decisions and performance adjustments.
- **Enhance Customer Interaction Platforms:** Optimize CRM systems to improve customer interaction, ensuring accurate data entry and the successful development of the STH Ltd databases.
- **Compliance and Best Practices:** Ensure that the company complies with all contractual and regulatory requirements in sales and customer communication, maintaining industry best practice.
- **Proactive Sales Initiatives:** Develop and implement proactive approaches to achieving sales targets, including face-to-face meetings with clients, managing inbound enquiries, and generating new business through direct interactions.
- **Internal Stakeholder Engagement:** Work closely with the Operations and Marketing teams to align sales strategies with operational capabilities and marketing initiatives, ensuring a unified approach to e-commerce and customer experience enhancements.
- **External Stakeholder Management:** Build and maintain robust relationships with external partners and stakeholders, and third-party collaborators, to ensure aligned and cohesive strategies that support overall business objectives.
- **Team Development and Training:** Responsible for the recruitment, onboarding, and development of the sales team, ensuring high performance and adherence to sales plans and objectives.

#### KEY EXPERIENCE

- **Proven Leadership in Sales:** Extensive experience in leading a sales team in a dynamic, customer-focused environment, preferably within the hospitality or travel industry.
- **Expertise in CRM Systems and Sales Analytics:** Advanced proficiency in using CRM software to enhance customer engagement and data-driven decision-making, with a strong ability to design and interpret sales reports.
- **Strategic Sales Planning:** Demonstrated ability to translate strategic plans into effective customer service operations, including face-to-face interactions and digital engagement strategies.
- **Revenue Growth through Customer Insights:** Skilled in utilizing customer insights to identify upselling and cross-selling opportunities, contributing to revenue growth and increased market share.

#### DESIREABLE COMPETENCIES

- **Customer-Centric Mindset:** A strong focus on customer needs with the ability to innovate and deliver solutions that enhance customer satisfaction and drive loyalty.
- **Exceptional Communicator:** Outstanding communication skills, capable of crafting and conveying clear, persuasive messages across various platforms.
- **Adaptive and Resilient:** Skilled at navigating changing market conditions and adapting strategies to meet evolving customer needs and business objectives.
- **Collaborative Team Player:** Demonstrated ability to work effectively in a team environment, ensuring collaboration across departments to meet and exceed project goals.

**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)



## 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.

---

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

