



**TITLE OF POSITION:** Marketing Representative (STH NorAm)

**REPORTS TO:** Marketing Manager (STH NorAM)

**OFFICE LOCATION:** Miami, FL.

**DIRECT REPORTS:** None

**Principle Function:**

The Marketing Representative is responsible for driving multi-channel marketing campaigns to connect global sporting fans with experience opportunities of a lifetime. The role requires a proactive individual who can manage content marketing, digital strategies, and creative processes, ensuring all activities align with business objectives. They will also be responsible for tracking performance data, providing reports, and maintaining key marketing platforms such as websites and CRM systems.

**Essential Responsibilities:**

- **Campaign Execution:** Support the delivery of marketing campaigns across digital, social, and offline channels to drive awareness, sales, and customer engagement for key projects.
- **Content Marketing Management:** Plan, create, and manage content marketing efforts across multiple projects, ensuring content is tailored to target audiences and optimised for SEO.
- **Digital Marketing and PR Support:** Assist in delivering digital media and PR strategies, including managing social media content and collaborating on digital media assets to increase brand visibility.
- **Agency and Supplier Collaboration:** Brief and manage external agencies, freelance designers, and other creative partners, ensuring objectives are met within budget and deadlines.
- **Data Analytics and Reporting:** Track campaign performance, maintain website analytics, and contribute to reports, offering actionable insights to refine strategies.
- **Email Marketing and CRM Management:** Utilise CRM systems to manage and create targeted email marketing campaigns, leveraging marketing automation tools to enhance engagement and conversion.
- **SEO and Website Maintenance:** Manage website updates, optimise content for SEO, and ensure all digital assets are aligned with the marketing strategy.
- **Promotional Events and Sales Support:** Coordinate and support promotional activities, including client sales events, ensuring alignment with marketing objectives and enhancing brand presence.
- **Creative Content Development:** Write and proofread creative copy across marketing materials, ensuring high standards of communication and consistency with the brand voice.
- **Budget and Administrative Support:** Assist with the management of marketing budgets, including purchase order creation and invoice tracking, ensuring alignment with financial and strategic objectives.

**Qualification / Skills**

- **Results driven:** Experience in results-driven marketing campaigns, with a focus on digital and content marketing strategies.
- **CRM:** Hands-on experience with CRM and marketing automation systems, including email marketing tools.

SPORTS TRAVEL AND HOSPITALITY LIMITED

Avalon House, 72 Lower Mortlake Road, Richmond TW9 2JY

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

Registered office: One Southampton Row, London, United Kingdom WC1B 5HA  
Company number: 07322743



- **Website and CMS platforms:** Proven track record in managing and maintaining websites, including CMS platforms such as WordPress, and optimising content for SEO.
- **Project Management:** Ability to manage multiple projects simultaneously, ensuring deadlines and objectives are met across campaigns.
- **Attention to detail:** Excellent proof-reading and content management skills, with a keen eye for ensuring consistency and quality across all marketing outputs.
- **Performance tracking:** Strong analytical skills, with experience in tracking campaign performance, analysing data, and providing actionable insights to improve results.
- **Proactive:** A self-starter who works well both independently and within a team, with the ability to be both proactive and reactive to fast-moving situations.
- A passion for sports is beneficial but not essential.

Other Requirements:

- Hours may be extended or irregular to include nights, weekends and holidays.

## COMPANY INFORMATION

[STH Group](#) is a [Sodexo Live!](#) company, with offices in London, Auckland, Melbourne, Sydney and soon to be Miami - 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 alongside numerous Grand Slam Tennis experience ventures, our award-winning team cover the globe to create travel and hospitality programmes with one simple ambition – to make the memorable, unforgettable for sports fans.

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.

This role will be part of an inaugural team to represent an exciting project of STH Group, a Sodexo Live company. Contracted through Sodexo Live as the U.S. operator, you'll be part of a team to spearhead the STH Group's first project – creating unforgettable fan experiences whilst endeavoring to establish a sustainable, long-term reputation and presence in the U.S. market.

## KEY INFORMATION

Thank you for expressing interest in employment with Sodexo Live!. While only those candidates considered for this position will be contacted, your resume will remain on file for 90 days.

*Sodexo Live! is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, age, genetic information, status as a protected veteran or status as a qualified individual with a disability, or any other characteristic protected by applicable Federal, State or Local law*

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