



TITLE OF POSITION: Client Relations Executive
REPORTS TO: Head of Marketing & Product Development
OFFICE LOCATION: Auckland, New Zealand

ROLE OVERVIEW

The Client Relations Executive is dedicated to enhancing the overall client experience throughout the entire journey, with a strong focus on post-sales support and engagement. This role is responsible for building and nurturing strong relationships with STH's clients to ensure the delivery of premium spectator experiences. The Client Relations Executive will be the key support for customers post-purchase and will proactively support client needs to ensure complete satisfaction.

MAIN ACCOUNTABILITIES

- Support the creation and execution of end-to-end client lifecycle communications to ensure clients are well-informed, engaged and supported.
- Manage post-purchase communications and efficiently resolve client enquiries, delivering clear, timely responses that uphold brand standards. Maintain and evolve a comprehensive FAQ and self-service resource library to improve client support and reduce response times.
- Identify and implement client value growth strategies, including upselling and retention opportunities driving long-term loyalty.
- Work with marketing and sales teams to optimise CRM systems, enabling more personalised and effective client communications. Analyse client feedback and behaviour to identify service improvements and drive client loyalty. Deliver event-time support services, ensuring a seamless and premium client experience at live events.
- Collaborate with product, partnership, travel and premium experiences teams to improve service delivery and enhance future product offerings.
- Develop proficiency in booking systems and relevant technologies to support a seamless end-to-end client journey.
- Contribute to the develop and delivery of training and internal processes that support a client-centric culture.

KEY EXPERIENCE

- **Communication Skills:** Exceptional verbal and written communication skills, with the ability to confidently engage with clients, internal teams and stakeholders. **Proven** experience handling high-volumes of inbound enquiries and effectively coordinating responses to maintain a positive client experience.
- **Client-Centric Mindset:** Deep understanding of client needs with a focus on experience delivery, engagement and loyalty.
- **Problem-Solving Abilities:** Confident in resolving issues, managing sensitive situations and improving the overall client experience.
- **Technical Proficiency:** Familiarity with CRM systems (eg: Salesforce, DotDigital, Active Campaign) and other client service platforms to enhance engagement and efficiency is desirable but not essential.

DESIREABLE COMPETENCIES

- **Organised:** Able to efficiently manage time and prioritise tasks under pressure.
- **Proactive:** Takes initiative and anticipates issues before the arise.
- **Driven:** Passionate about delivering excellence and exceeding expectations.
- **Professional:** Maintains confidentiality, reliability and a high level of integrity.
- **Adaptable:** Comfortable adjusting to shifting priorities and handling live event challenges.
- **Analytical:** Ability to assess client feedback and behavioural data to inform strategy and improve business performance.

Experience in major event delivery or live events is advantageous. A passion for sport, travel and fan engagement/experience is a plus. The successful candidate must be prepared to travel domestically and internationally as required.

SPORTS TRAVEL AND HOSPITALITY NEW ZEALAND LTD

Tower 2, Level 4, 205 Queen Street, Auckland, New Zealand

www.sportstravelhospitality.com



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.

WHO WE ARE

[STH Group](#) is a [Sodexo Live!](#) company, with offices in London, Miami, , Melbourne, Sydney and Auckland, 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!

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