



TITLE OF POSITION: Head of Marketing STH Group and UK
REPORTS TO: General Manager UK and Group Commercial Director
NUMBER OF DIRECT REPORTS: Three
OFFICE LOCATION: Richmond, London
CONTRACT TYPE: 30th November 2025 (Maternity cover)

ROLE OVERVIEW

We are seeking a Group & UK Head of Marketing to lead and deploy the UK strategy and further align and deploy global marketing efforts.

In the UK, the role focuses on driving brand visibility, revenue growth, and cost efficiency, while leading a high-performing team.

Globally, the candidate will manage the STH brand, oversee CRM, marketing automation, and e-commerce integration, and lead the global social media strategy.

MAIN ACCOUNTABILITIES

Group:

- **Lead development of Group Marketing strategy:** Plan and deploy STH Group marketing strategy whilst ensuring alignment of overall marketing activities across all stakeholders and regional marketing teams
- **Plan and implement Group Brand and Digital Marketing strategy:** Central digital platform lead, defining website and social media strategy and customer journey, working with regional teams to understand requirements and support deployment.
- **Global Marketing lead for Group CRM, Marketing Automation and Tech integration:** Central Marketing lead for project team tasked with deployment of new CRM system, marketing automation system and ecommerce, ensuring cohesive roll out of systems and onboarding to regional teams

UK:

- **Marketing Strategy and Implementation:** Create and deliver comprehensive marketing strategies for STH UK and projects, managing annual plans, budgets, and key channels, including Digital Media, PR, and Brand, to meet objectives and enhance performance.
- **Budget Ownership and Strategic Development:** Own the budget and marketing strategy for STH UK, ensuring approval and alignment with business objectives while driving financial and strategic outcomes.
- **Sales & Marketing Alignment:** Lead the development of sales tools and digital marketing technology, collaborating closely with Sales teams to ensure aligned efforts through effective reporting and analysis.
- **Brand Strategy and Consistency:** Drive STH brand strategy to increase awareness across multiple customer profiles, ensuring consistency in messaging across digital, social media, marketing materials, and events. You will be required to work with the Sodexo Live! global marketing and communications leaders, specifically on brand topics and the governance of the STH brand.
- **Marketing Activity and Reporting:** Set and report on marketing activity for each UK project, ensuring both internal and external stakeholders, including Rights Holders, are informed of progress and performance.
- **Marketing Measurement and ROI:** Implement measurement tactics across all UK workstreams and projects, ensuring efficient marketing activity that delivers ROI and meets strategic objectives.
- **Cross-functional Collaboration and Content Development:** Collaborate closely with key functional areas such as operations, finance, business development, and HR to support corporate communication strategies, including drafting and distributing press releases, advertisements, and internal content, and organizing PR events to enhance brand visibility.

SPORTS TRAVEL AND HOSPITALITY LIMITED

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

www.sportstravelhospitality.com



KEY SKILLS

- **Budget Management:** Demonstrable ability to effectively manage resources to maintain high standards within financial constraints, ensuring alignment with strategic goals.
- **Strategic Marketing Leadership:** Proven experience in developing and delivering comprehensive marketing strategies that drive brand awareness and meet business objectives.
- **Sales & Marketing Collaboration:** Strong ability to integrate sales and marketing efforts through the use of tools, technology, and data-driven insights to maximise performance.
- **Brand Strategy and Consistency:** Ability to ensure consistent messaging across multiple platforms, including digital, social media, and events, while increasing brand visibility.

Desirable Skills

- **Global Marketing Coordination:** Experience in collaborating with global teams and external agencies, ensuring consistent marketing efforts and innovation across international markets.
- **Attention to Detail:** Strong focus on accuracy and thoroughness in project execution, ensuring high-quality outputs in all marketing activities.
- **Interpersonal Skills:** Excellent ability to build relationships, foster collaboration, and communicate effectively with cross-functional teams and external stakeholders.

A passion for sports is beneficial but by no means essential.

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 on 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 LIMITED

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

www.sportstravelhospitality.com