



JOB ADVERTISEMENT
Customer Relations Manager
Sydney, Australia

ABOUT SPORTS TRAVEL HOSPITALITY GROUP (STH GROUP)

STH Group is a Sodexo Live! company, with offices currently across London, Auckland, Melbourne and Sydney enabling a truly global reach and service offering for major sports events around the world. They partner with event owners to make the biggest sporting events in the world - even better. From the Olympic Games, Cricket World Cups, Australian Open to Rugby World Cups in Japan, England, New Zealand and France, their 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.

STH and World Rugby have recently signed an exclusive agreement to redefine the premium fan experience for the next three men's and women's Rugby World Cups. The 'RWC Experiences' programme will bring fans closer to the action than ever before, offering a wide range of ticket-inclusive packages for England 2025 (women), Australia 2027 (men) and Australia 2029 (women). As part of this agreement, STH Group has recently opened a new office in Sydney to provide premium fan experiences for Rugby World Cup 2027 in Australia, representing an exciting time for the business in this region.

ROLE SUMMARY:

We are looking for a customer centric relationship manager to join the STH Sydney team and support the delivery of unforgettable sporting moments for Rugby World Cup 2027 in Australia, with a special focus on premium experiences through travel and hospitality.

As Customer Relations Manager, you will be at the heart of creating unforgettable fan experiences across for Rugby World Cup 2027. Teaming up with the Head of Customer Relations, this role is all about driving fan engagement, loyalty, and satisfaction at every stage of the customer journey. From the first email to the last cheer at the Rugby World Cup final, you will be responsible for making sure every moment runs smoothly and feels premium. It is about more than just service, it is about creating lasting memories that strengthens the STH brand and leaves fans coming back for more.

ABOUT YOU:

- **Relationship Management Experience** – Proven track record managing customer relations within fast-paced, customer-first environments, ideally in the sports, entertainment, hospitality or events industries.
- **Customer-centric mindset** – Strong commitment to understanding and anticipating customer needs to consistently deliver outstanding experiences.
- **Cross-functional working** – Experienced in working closely with product and partnership teams to ensure premium offerings are seamlessly integrated with service delivery.
- **Communication skills** – Exceptional verbal and written communication skills with a track record of engaging effectively with customers, internal teams, and stakeholders. Demonstrates professionalism, discretion, integrity, and reliability in all interactions.
- **Problem-Solving ability** - Skilled in identifying challenges and coming up with effective solutions that improve customer satisfaction. Confident in managing difficult conversations and resolving conflicts while preserving positive customer relationships. Strong foundation in customer service and conflict resolution.
- **Resilience** - Thrives in dynamic settings, maintaining flexibility and resilience under pressure. Capable of adjusting strategies to meet evolving customer expectations, market shifts, and business priorities.

This is an incredible opportunity to help drive engagement, loyalty, and customer satisfaction across every stage of the customer journey for Rugby World Cup 2027

APPLICATIONS CLOSE – Monday 5th May 2025



TO APPLY

Please send your resume & cover letter to: richard@globalelitesports.com

Global Elite Sports (www.globalelitesports.com) have been contracted on behalf of STH Group to manage the recruitment for this important position.