



JOB ADVERTISEMENT
Digital Communications 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 digital marketing professional to manage the STH digital communication platforms, aiding the Customer Relations team in enhancing digital experiences to create memorable moments for Rugby World Cup 2027 in Australia, with a special focus on premium experiences through travel and hospitality.

As Digital Communications Manager, you will be responsible for managing and optimising digital platforms to elevate customer experience for Rugby World Cup 2027. Reporting to the Head of Customer Relations and working closely with the IT and Marketing teams, you will play a key role in shaping the digital customer journey. With a strong focus on user engagement and seamless interactions, you will help deliver memorable, tech-enabled experiences that strengthen STH's connection with fans and customers alike.

ABOUT YOU:

- **Digital Marketing** - Proven track record in creating, executing, and evaluating multi-channel digital communication and engagement strategies.
- **Tech-Savvy** – Comfortable working with platforms such as Dotdigital, Salesforce, Adobe Commerce, Secutix, and WhatsApp Business to create seamless and effective digital communications.
- **Customer focused mindset** – Understanding of customer needs with a strong ability to innovate and deliver solutions that boost satisfaction and loyalty.
- **Project Management** – Experienced in leading digital initiatives from concept to completion—defining scope, managing timelines, and ensuring successful delivery.
- **Customer Journey Mapping** - Skilled in analysing customer behaviours and journeys across multiple platforms to identify pain points and opportunities for improvement.
- **Insight / Data-Driven approach** – Leverage insights and trends to inform strategy, uncover new opportunities, and make smarter digital marketing choices.

This is an incredible opportunity to help drive the digital customer journey to ensure a seamless and engaging user experience 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.

