



TITLE OF POSITION: General Manager (GM) – United Kingdom

REPORTS TO: CEO

DIRECT REPORTS: SIX (*subject to change aligned to business demand*)

PLACE OF WORK: Richmond, London (*this is a hybrid role, in-office Tues-Thurs 3 days each week as a minimum*)

ROLE OVERVIEW

The GM is responsible for the strategic and operational leadership of the UK team's key accounts. This role is critical in mobilising and executing contracted commitments, ensuring the full team's strengths are leveraged for successful execution. The role oversees the design, sale and delivery of customer-focused premium experiences, fostering innovation across all business units to enhance reputation and relationships with customers, clients, and rights-holders. This is achieved through the enablement and effective management of a high-performance Senior Leadership Team (SLT), ensuring operational excellence, team alignment, and an inclusive, high-integrity culture.

MAIN ACCOUNTABILITIES

- **Comprehensive Event Delivery:** Ensure the complete and successful delivery of UK contracted programmes through impactful, target driven commercial approach, ensuring successful execution of premium experiences that meet or exceed customer expectations.
- **Develop Product and Service Strategies:** Oversee the development and refinement of product offerings, ensuring they align with customer needs and market trends while enhancing the spectator experience.
- **Enhance Stakeholder and Partner Relationships:** Drive progressive relationships with key rightsholders, working to support current partnerships, maintain strong relationships, and ensure all parties are aligned with the project's goals and delivery timelines.
- **Revenue Performance:** Lead and support the Sales and Marketing teams to ensure revenue targets are achieved. Regularly monitor performance, analyse key drivers, and adjust strategies as required to optimise sales effectiveness and market positioning.
- **Business Development:** Drive business development by expanding partnerships (inc. Sodexo Live!), strengthening market presence and unlocking new commercial contracts and opportunities that drive sustainable revenue growth.
- **Stakeholder Communication and Reporting:** Establish and maintain effective communication channels with both internal and external stakeholders, providing regular and timely updates to ensure transparency and collaborative problem-solving.
- **Financial Accountability:** Take full ownership of the P&L, working closely with the Head of Finance to actively monitor, manage, and drive financial performance. Ensure profitability aligns with business objectives by overseeing budget planning, cost efficiencies, and sustainable growth initiatives.
- **Risk Management and Compliance:** Monitor and manage compliance with event delivery, legal and organisational standards, ensuring all activities are conducted safely and securely, and proactively addressing potential risks to operations and team well-being.
- **Team Leadership:** Drive a sustainable, high-performing team, fostering collaboration to achieve unified success against clear KPIs, ensuring key deliverables align with strategic priorities, further working closely with HR to enhance employee experience, uphold company culture, and ensure compliance.
- **Office Operations:** Ensure the effective functioning of the Richmond-based office, overseeing operational efficiency and workplace environment with support from HR / Business Support.

KEY EXPERIENCE

- **Leadership** Demonstrated ability to lead and motivate cross-functional teams in dynamic and high-pressure situations, driving team cohesion and operational success in complex event settings.
- **Relationship Management:** Strong background in building and maintaining relationships with key stakeholders, including rights holders, government bodies, and commercial partners, ensuring collaborative success.
- **Market Entry and Growth:** Demonstrated success in establishing and scaling profitable operations, preferably in the sports, travel, or hospitality sectors.
- **Innovating Customer Experience:** Proven ability to innovate and enhance customer experiences within the hospitality and travel sectors, driving operational excellence and customer satisfaction through creative program developments.

SPORTS TRAVEL AND HOSPITALITY LIMITED

Oriel House, 26 The Quadrant, Richmond TW9 1DL

www.sportstravelhospitality.com

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

KEY COMPETENCIES

- **Inclusive Leadership:** Demonstrates the ability to lead inclusively, fostering a collaborative and supportive working environment that encourages team development and collective achievement.
- **Resilient and Adaptable:** Exhibits resilience and adaptability, effectively managing changes in project scope and responding swiftly to unforeseen challenges.
- **Effective Communicator:** Highly articulate, with exceptional interpersonal skills, capable of engaging diverse audiences and ensuring clear, persuasive communication across all levels of the organization.
- **Sport Industry Knowledge:** An enthusiasm for the sports industry will be beneficial.

WHO WE ARE

STH Group is a **Sodexo Live!** company, with offices in London, Auckland, Miami, Melbourne and Sydney, enabling a truly global reach and service offering.

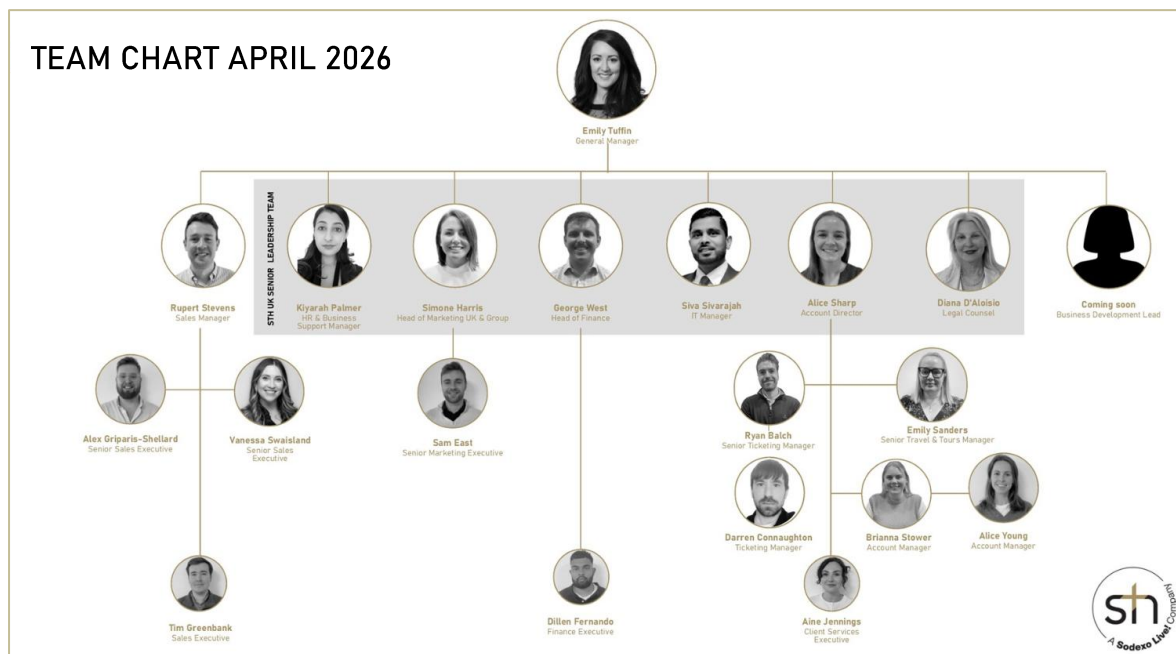
Our Company partners with event owners to make the biggest sporting events in the world - even better! From the Olympic Games in London and Tokyo, the Cricket World Cup in England & Wales to the Rugby World Cups in Japan, England, New Zealand and France alongside numerous Grand Slam Tennis experience 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.

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.



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