



TITLE OF POSITION: Senior Sales Manager

REPORTS TO: Head of Revenue

OFFICE LOCATION: Sydney, Australia

CONTRACT TYPE: Fixed Term, December 2027

ROLE OVERVIEW

We are seeking an accomplished Senior Sales Manager to lead and drive revenue growth while expanding into diverse and emerging Markets of consumers for Men's Rugby World Cup (RWC) 2027 Experiences in Australia. This pivotal role involves working closely with the Head of Revenue to shape and implement innovative, customer-centric sales strategies, guiding a sales team to deliver exceptional results through a progressive, result-orientated approach, fostering strong client relationships and championing our premium product offerings.

MAIN ACCOUNTABILITIES

- **Strategic Sales Leadership:** Collaborate with the Head of Revenue to implement forward-thinking sales strategies that align with overall business objectives, focusing on entering new, diverse markets, driving and achieving sustainable growth.
- **Team Leadership & Performance:** Lead and mentor a collaborative, high-performance sales team to consistently exceed targets while delivering exceptional customer experience. Ensure continuous improvement through ongoing training, development, and regular performance reviews to drive both individual and team success.
- **Client Relationship Management:** Serve as a key ambassador for the brand by cultivating strong, lasting relationships with clients across multiple sectors, ensuring exceptional service delivery and reinforcing the company's reputation for excellence.
- **Consultative Sales & Customer Centricity:** Champion the consultative sales process, promoting the STH Science of Selling within the team and ensuring a customer-first mindset that drives long-term client loyalty and satisfaction.
- **Innovative Sales Tactics:** Encourage a progressive and innovative sales approach, ensuring the team effectively positions product offerings in the marketplace while continuously exploring new sales techniques and technologies.
- **Market Expansion:** Spearhead efforts to explore and penetrate new markets, particularly within untapped sectors, using data-driven insights and creative market-entry strategies to expand the company's footprint.
- **Sales Pipeline & CRM Oversight:** Oversee the maintenance and accuracy of the sales pipeline, ensuring thorough use of CRM systems for data management, reporting, and sales forecasting to inform strategic decisions.
- **Sales Initiatives & Product Innovation:** Lead sales initiatives, including the development of package offerings, pricing strategies, and go-to-market timelines, working closely with the product development and marketing teams to maximize revenue opportunities.
- **Data-Driven Decision Making:** Leverage sales analytics and market data to continuously refine strategies and tactics, ensuring that decision-making is rooted in actionable insights and aligned with business goals.

KEY SKILLS AND EXPERIENCE

- **Sales Leadership Experience:** Minimum of three years' experience in sales, with a proven ability to drive revenue growth, lead strategic sales initiatives, and consistently meet or exceed sales targets.
- **Client Relationship Management:** Demonstrated expertise in building and maintaining strong client relationships through face-to-face meetings, consultations, and effective communication, both in-person and over the phone.
- **Influential Communicator:** Clear, effective communicator across all levels, fostering collaboration with internal teams and external stakeholders.
- **Team Management:** At least two years of management experience, with a track record of mentoring and motivating sales teams to achieve high performance and deliver results.

DESIRABLE COMPETENCIES

- **Drive for Results:** Strong focus on achieving and exceeding sales targets, with a results-driven mindset and strategic client engagement.



- **Consultative Sales Expertise:** Resilient mindset with strong written communication skills, particularly in crafting consultative emails and leading a team in adopting a consultative sales approach
- **Passion for Sport & Industry Knowledge:** Deep enthusiasm for sport and a solid understanding of the sports and hospitality industry.
- **Customer-Centric & Team-Oriented:** Committed to enhancing customer experience and thrives in team collaboration, leading by example to drive collective success.

A passion for sports is beneficial but not essential.

WHO WE ARE

STH Group is a **Sodexo Live!** company, with offices in London, Miami, Auckland, Sydney 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.