



TITLE OF POSITION: Sales Administration Assistant
REPORTS TO: Head of Revenue
OFFICE LOCATION: Sydney, Australia

ROLE OVERVIEW

The Sales Administration Assistant will drive operational efficiency by managing key administrative tasks, streamlining processes, and supporting smooth transitions across teams. This role is integral to ensuring data accuracy and fostering client relationships, ultimately enhancing the customer experience and supporting revenue growth.

MAIN ACCOUNTABILITIES

- **Lead Distribution and Follow-up Coordination:** Manage the distribution of leads across the sales team, ensuring timely follow-up via email, phone, or ecomms driving an increase in lead conversion rates.
- **Liaison with Customer Relations:** Act as the key liaison between the sales team and Customer Relations, ensuring a smooth transfer of clients post-sale for enhanced customer experience and service continuity.
- **CRM Management:** Maintain accurate CRM updates, ensuring the proper allocation and tracking of sales leads and follow-up tasks, which contributes to enhanced client response times and better sales outcomes.
- **Data and Inventory Management:** Ensure accurate record keeping of key data through efficient CRM, sales data, performance metrics and inventory price and availability management, enabling the sales team to provide real-time, accurate information to clients.
- **Proactive Resourcing Support:** Assist in identifying and organising prospective leads and sales contacts, enhancing efficiency in targeted outreach and supporting the development of new sales initiatives to drive revenue growth.
- **Client and Vendor Interaction:** Build and maintain strong relationships with clients, suppliers, and venues, representing the company in a professional manner to support the Head of Revenue and enhance client satisfaction.
- **Mailbox Management:** Handle multiple team mailboxes, ensuring timely responses and efficient communication with clients and internal teams to improve customer engagement and support team productivity.
- **Sales Collateral and Reporting Support:** Manage and organise sales materials, ensuring the team has access to current resources for client pitches, and assist in preparing materials as required to support strategic decision-making and performance tracking.
- **Reporting and Presentation Support:** Assist the Head of Revenue by preparing accurate sales reports and presentations, ensuring data is up-to-date and insights are effectively communicated for strategic decision-making and performance tracking.
- **Ad-Hoc Travel Programme Support:** Provide operational support for travel experience logistics and communication and data coordination to support programme improvement.

KEY SKILLS AND EXPERIENCE

- **Operational Efficiency:** Strong experience in managing administrative tasks and reporting to enhance team productivity and streamline processes.
- **Data Accuracy and Reporting:** Expertise in handling data and generating accurate reports, ensuring high attention to detail.

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- **Collaborative Experience:** Proven ability to work closely with teams, ensuring seamless collaboration.

DESIREABLE COMPETNCIES

- **Attention to Detail:** Meticulous in managing data, CRM updates, and reports, ensuring accuracy and operational efficiency.
- **High Service Standards:** Commitment to excellent customer service and maintaining professional standards in all client interactions.
- **Culture-Centric:** A collaborative, team-focused mindset, aligned with the company's values and contributing to a positive work environment.

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 of 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.

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