

Premium Clients Relationship Coordinator

Purpose:

The Premium Clients Relationship Coordinator manages relationships with the stadium’s premium hospitality clients, delivering high-quality service experience from onboarding through ongoing engagement. The role focuses on proactive client communication, event-day support, and ensuring clients maximize the value of their premium packages to support strong retention and renewal rates.

Key Responsibilities:

- Manage day-to-day relationships with assigned VIP and corporate clients, ensuring delivery of a best-in-class premium hospitality experience.
- Act as the primary point of contact for premium clients, maintaining regular communication and building strong long-term relationships.
- Coordinate with internal stakeholders, including hospitality and operations teams, to ensure service delivery meets or exceeds contractual expectations.
- Gather and communicate client feedback, insights, and satisfaction indicators to support continuous improvement of the premium client experience.
- Identify opportunities to enhance client value, including upselling premium services or additional event experiences where appropriate.
- Support premium client engagement on event days, including hosting, relationship management, and networking with VIP guests.
- Maintain accurate client records, meeting notes, and engagement activity within CRM systems and internal reporting tools.
- Provide regular updates to the line manager on client engagement, meetings, and renewal opportunities.
- Represent the stadium at selected networking events and industry engagements to strengthen relationships with premium clients.

Experience Minimum Requirements	Education Minimum Requirements
<ul style="list-style-type: none"> • 4 - 5 years of experience in sales focused on events, premium products and customer relationships. 	<ul style="list-style-type: none"> • High school, diploma or vocational training in sales and marketing.