

Job Description:   
Head of Marketing – Workplace Management

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| Function: | | | | Strategy, Marketing & Execution | | | | | | | | |
| Job: | | | | Head of Marketing – Workplace Management (CS UK&I) | | | | | | | | |
| Position: | | | | Responsible for leading marketing and service development activities of all Workplace Management related offerings within Sodexo’s Vital Spaces Framework | | | | | | | | |
| Job holder: | | | |  | | | | | | | | |
| Date (in job since): | | | |  | | | | | | | | |
| Immediate manager  (N+1 Job title and name): | | | | Director of Strategy & Execution | | | | | | | | |
| Additional reporting line to: | | | |  | | | | | | | | |
| Position location: | | | | Home based, within commute of London office | | | | | | | | |
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| 1. Purpose of the Job – State concisely the aim of the job. | | | | | | | | | | | | |
| Lead marketing and service development activities of all Workplace Management related offerings on behalf of Corporate Services UK&I.  Key areas of responsibilities include:   * **Product / Service Development and Marketing:** Lead service development and marketing activities of Workplace Management service offerings that satisfy corporate services clients’ and consumers’ needs and expectations * **Communication strategy:** working with internal partners to develop content and manage media strategy development & deployment. Manage optimal regional portfolio of services and playbook services documentation. * **Cross-sell/Upsell Marketing:** Build awareness & understanding of the services with existing/new customers working closely with operations and business development, supporting on large pitches when necessary * **Service Deployment and implementation:** ensure our services are deployed with required hallmarks and standards. Support UK&I Operations in the launch of Workplace Management services including required training, processes and governance * **Systems & Platforms:** manage & develop (with SMEs) the necessary suite of tech enablers to optimise data capture and consumer/customer experience | | | | | | | | | | | | |
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|  |  | |  | |  |  | n/a | Outsourcing rate: | n/a | Region Workforce | tbc | |
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|  | |  | Outsourcing growth rate: | n/a | HR in Region | tbc | |
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| Characteristics | |  | | | | | | | | | | |

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| 3. Organisation chart – Indicate schematically the position of the job within the organisation. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated. |
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| **4. Context and main issues** – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to. |
| * Working with the Operations and Business Development team to develop a competitive advantage for Sodexo Corporate Services through our Workplace Management service offers in UK and Ireland markets * Working with the global Corporate Services team, leading the development of the Vital Spaces Roadmap and supporting on the development of the Playbook * Working to ensure strong understanding of service propositions and consistent delivery through compelling tools * Ensure services portfolio is developed within the Vital Spaces framework and that focus is on profitable & value adding areas * Support the complex and long sales cycles including the rise of consultative selling * Support the deployment of the digital ecosystem underpinning our service offering and ensuring all stakeholders (from Operators to the Food Platform) are clear on their role in development & deployment * Collaborate across marketing team, segment, central functions and global / regional stakeholders * Drive margin improvement and revenue growth * Disrupt and evolve core offerings to sustain market leadership position * Shift from reactive and operational analytics to predictive and customer-orientated analytics – using data to drive decision-making on pricing, menu design, forecasting, supplier interactions, insights and trends |

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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| Lead Workplace Management Service Development and Marketing activities within CS UK&I Vital Spaces Framework |

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| 6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities. |
| **Responsible:**   1. Working in partnership with Sodexo’s Service Operations team, develop and maintain a suite of Workplace Management services (as per Vital Spaces Framework) as product offerings so that different stakeholders across the business can successfully sell and operate these services on behalf of Sodexo UK&I 2. Maintain standards of these services across existing clients and sites by consistently reviewing the quality of service provided, site training and compliance, implementation / refresh, etc. 3. Provide Workplace Management marketing leadership and expertise in key bids and client presentations   **Consulted:**  MSDC  PR & Comms  Global Marketing Strategy, Growth Drivers & Assets  **Informed:**  Key workplace management workstreams  Other segments plans  **Key Relationships:**  Services Operations/Strategy  Business development/sales  Operations team  PR & Comms team, MSDC  IS&T, HSE, Operations and Finance |
| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * Experience in managing end to end service development and marketing process * Entrepreneurial completer/finisher * Passion and demonstrated track record of project management |
| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
| * Must have experience in holding senior marketing role within Facilities Management company * Commercial and industry acumen and knowledge of external workplace management service and retail developments & innovations * Proven track record in service development within workplace management environment * Sales and operational experience would also be desirable * Virtual working and ability to get buy in from wide range of stakeholders * Maintains evidence of continuing professional development * Excellent interpersonal, collaboration and communication skills * Strong influencing skills to ensure commitment throughout the business to quality standards of food and service within offers * Experience of training others successfully * Mobility: travel as required to provide units with 'hands on' support * Strong client engagement and relationship model * Strategic mindset – Ability to think strategically and deliver project goals * Project management and KPI setting & tracking * Understanding of how to work effectively with a matrixed, global organization and leverage knowledge across the organization * Self-starter, high level of autonomy combined with strong teamwork |
| 9. Management Approval – To be completed by document owner |
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