

Function:	Sodexo Live!
Position:	Marketing Manager
Job holder:	N/A
Date (in job since):	
Immediate manager (N+1 Job title and name):	Head of Marketing, Catherine Monaghan
Additional reporting line to:	
Position location:	Fulham Pier, Craven Cottage, London/Fulham Green Office

1. Purpose of the Job – State concisely the aim of the job.

Support the Head of Marketing in the strategic planning of the 360-marketing plan across C&E and programming, and own the end-to-end commercial funnel across these 2 departments. The roles ultimate purpose is to create compelling on-brand content, campaigns and offers that drive increased brand awareness (B2B only), lead generation for B2B, increased bookings and increased average order/ticket value. The role is solely focused on Fulham Pier areas managed by Sodexo Live! The Marketing Manager will assist ensure that all marketing activities are aligned with the overall business objectives and brand guidelines.

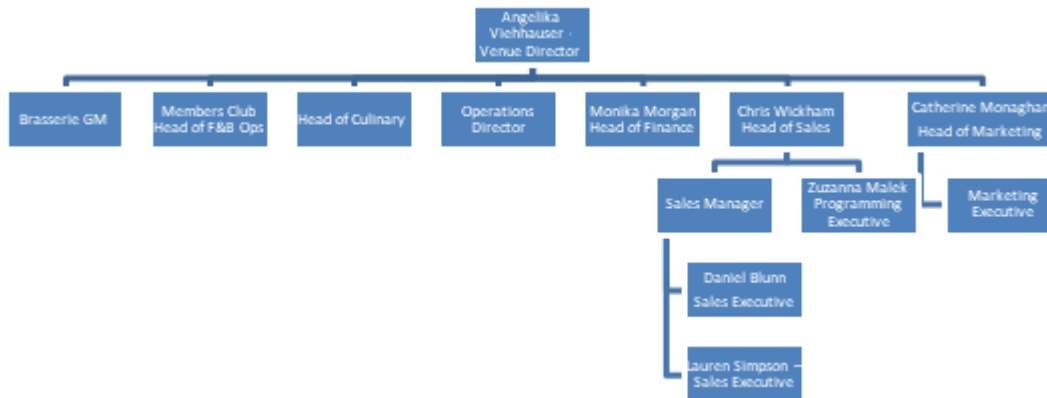
Responsibilities include:

- Plan and execute the full funnel strategy for Fulham Pier's conferencing and events (B2B) marketing, and work alongside the Senior Programming Manager to plan and execute campaigns and activations focused on driving awareness of, and ticket sales for, the ticketed events at Fulham Pier.
- Responsible for developing marketing materials for the above by liaising with external suppliers (e.g., creative, print, and digital agencies), ensuring the final outputs are on-brand and within budget.
- Responsible for monthly budget reporting to Head of Marketing to ensure that all activity aligns to monthly budgets.
- Maintaining all core collateral used by the sales team. Ensuring that it is kept up -to-date, is functional, and always represents Fulham Pier as the brand accurately.
- Maintains awareness of latest trends and insights from the C&E and programming worlds and translates this into actionable insight that can be used to enhance marketing efforts of Fulham Pier
- Collaborating with internal teams (e.g., sales and operations) to ensure that marketing strategies are aligned with event and customer needs.
- Managing an 'always-on' approach to gathering feedback and testimonials with the sales and operations teams which can be utilised for future promotion of the venue.
- Owning all 3rd party platforms where our venue is promoted, and actively looks for opportunities to work with these 3rd party platforms across periods which are a priority e.g., Christmas, Summer as well as slower periods.
- Owns the email marketing strategy for conferencing and events at Fulham Pier, and ensures that customer data is kept up to date and in line with GPDR regulations.

2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

To support the marketing activity across all service lines, with clear KPI's set that support the overall sales and marketing targets for each venue, by year. Example KPIs would include increase in event and hospitality bookings, retail sales, brand awareness and customer satisfaction

3. Organization chart – Indicate schematically the position of the job within the organization. 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.



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.

The Marketing Manager must work closely with various internal stakeholders to support the execution of marketing activities within Fulham Pier. This includes adapting marketing strategies based on real-time data and feedback, ensuring that campaigns resonate with the target audience, and maintaining consistency with brand guidelines.

Key challenges include:

- Supporting the timely execution of multi-channel campaigns.
- Actively manages the relationship with external creative, print, and digital suppliers to ensure alignment with brand standards.
- Remaining adaptable and proactive in a fast-paced environment, ensuring marketing materials and initiatives are delivered according to schedule

5. Main assignments – Indicate the main activities / duties to be conducted in the job.

- Plan and execute the full funnel strategy for Fulham Pier's conferencing and events (B2B) marketing, and work alongside the Senior Programming Manager to plan and execute campaigns and activations focused on driving awareness of, and ticket sales for, the ticketed events at Fulham Pier.
- Manages all digital campaigns for both B2B (C&E) and Ticketed Events with our digital agency.
- Responsible for developing marketing materials for the above by liaising with external suppliers (e.g., creative, print, and digital agencies), ensuring the final outputs are on-brand and within budget.
- Responsible for monthly budget reporting to Head of Marketing to ensure that all activity aligns to monthly budgets.
- Builds, maintains and develops (when required) sales support collateral (including for events/trade shows etc.) and collateral for Ticketed Events (including digital assets).
- Maintains awareness of latest trends and insights from the C&E and programming worlds and translates this into actionable insight that can be used to enhance marketing efforts of Fulham Pier
- Collaborating with internal teams (e.g., sales and operations) to ensure that marketing strategies are aligned with event and customer needs.
- Managing an 'always-on' approach to gathering feedback and testimonials with the sales and operations teams which can be utilised for future promotion of the venue.
- Owning all 3rd party platforms where our venue is promoted and actively looks for opportunities to work with these 3rd party platforms across periods which are a priority e.g., Christmas, Summer as well as slower periods.
- Owns the email marketing strategy for conferencing and events at Fulham Pier and ensures that customer data is kept up to date and in line with GDPR regulations.

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.

- The Marketing Manager will contribute to the achievement of the marketing department's goals by:
- Providing in depth data focused on lead generation, reach and ticket sales as an output of the marketing activities they are leading on.
- Responsible for creating and distributing monthly marketing reports, summarising key performance indicators for marketing activities.
- Proactively working with the sales and operations team to gather testimonials and feedback from guests and clients to use as a part of the marketing strategy.

7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively

The ideal candidate should have:

- A minimum of 4 years' experience in a marketing support role, ideally within the hospitality, food & beverage, or events sectors.
- Experience working on both B2B and B2C marketing initiatives, with clear demonstration of building and executing successful B2B and/ B2C campaigns.
- An in depth understanding of digital marketing platforms (e.g., social media, email marketing, SEO) and experience in managing marketing tools such as CRM systems.

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- Excellent communication skills, working collaboratively with internal teams and external suppliers to drive success of campaigns and activations.
 - Good analytical skills, with the ability to interpret marketing data and provide insights to optimise future campaigns.
 - A pro-active self starter, bringing ideas to the table with clear rationale as to how they will work within our business.
 - A strong eye for detail and a commitment to delivering high-quality work within tight deadlines.
 - Ability to manage multiple projects, prioritising tasks effectively.
 - Proficiency in basic marketing software and tools (e.g., Adobe Creative Suite, Google Analytics, email marketing platforms).
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8. Management Approval – To be completed by document owner

Version	1	Date	26/02/2026
Document Owner	Ashley Hewlett		

9. Employee Approval – To be completed by employee

Employee Name		Date	
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