

Communications Manager – Ireland



Function:	Central functions – Brand & Communications
Position:	Communications Manager – Ireland
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Seb Thompson – Head of Communications (Corporate Services, Ireland and Sodexo Live ! business areas)
Additional reporting line to:	
Position location:	Dublin/Hybrid

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

The main purpose of the Communications Manager Ireland role is to be the champion, curator and creator of internal and external communications content for Sodexo in Ireland and the UK. The role also acts as a deputy for the Head of Communications (Corporate Services, Ireland and Sodexo Live!). The role of Sodexo's Corporate Services division is to empower businesses to optimise the workplace to boost the employee experience and improve future productivity. It has a diverse client base including pharma, finance, technology, media and manufacturing.

It is anticipated that the role will spend two days on Ireland-specific activity, two days on broader/UK Corporate Services activity and one day on region wide activity, meetings etc. The role also manages our PR agency in Ireland.

The postholder must ensure that content is strategic, compelling, exciting, and engaging – fit for purpose on the channel(s) it is deployed through and creates strong engagement with key audiences/stakeholders. It also needs to be aligned to the strategic ambition of Sodexo.

This is a great opportunity to work in a multi-disciplinary role, working closely the Managing Director Ireland and other senior stakeholders, taking the lead for the island of Ireland in Sodexo's UK and Ireland communications function.

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.

Financial	No budget responsibility
Staff	No direct reports

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.



4. Context and main issues – Describe the most difficult types of problems the jobholder must face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.

Are you a strategic comms professional with a flair for creative storytelling and a passion for content creation? Do you thrive in a fast-paced, dynamic environment where your work makes a real impact? If so, this role could be perfect for you!

At Sodexo, people and purpose are at the heart of everything we do. Our Brand & Communications team is at the forefront of sharing compelling stories with our colleagues, clients, and key stakeholders—no two days are ever the same!

In this role, you'll be supported by a Head of Communication and collaborate closely with other Communications Managers, as well as our UK&I-wide internal channels team. You'll also work alongside our PR & Campaigns team, including our Press Office, Social Media experts, and in-house creative agency. You will also work closely with the Irish leadership team to support its business objectives and ambitions.

This is a fast-moving and exciting position where your work will be seen by thousands of Sodexo colleagues, as well as external audiences like the media and clients. You'll have the opportunity to shape the role, bringing your creativity to life through engaging storytelling—whether that's crafting compelling written content, producing eye-catching visuals, or experimenting with new ways to captivate audiences.

You will be responsible for delivering the strategic external and employee communications plan to fully support the business objectives of Sodexo in Ireland, as well as providing support for the wider Corporate Services programme of communications across the UK and Ireland. In addition to Corporate Service clients, Sodexo Ireland has a diverse industry base including schools and universities, and some government contracts. This is an integrated communications role, covering communications to multiple audiences including employees, clients, consumers, prospects, trade bodies and associations, consultants and influencers.

You will be expected to work in alignment with multiple strategies in a matrix business and take the lead on issues management and crisis support for Ireland, if needed.

If you're looking for a role where you can be innovative, make an impact, and grow your skills in a collaborative and supportive team, we'd love to hear from you!

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

This role leads the internal and external communications planning and delivery to support the island or Ireland growth ambitions and as an employer of choice. It shapes stories that inspires others and ensures our messaging is impactful, engaging and reaches the right audiences.

A flavour of what you'll do:

Employee Communications

- Design and deliver an internal communications plan that informs, inspires and connects our employees (recognising different approaches for senior leadership vs frontline as well as all employee comms).
- Regionalise or develop compelling internal campaigns, crafting written materials, and managing creative content production.
- Build a structured content and editorial plan utilising the available internal channels, eg the weekly newsletter, ensuring key messages are maximised and stories leveraged across multiple relevant channels.
- Provide strategic guidance and plans to utilise company-wide communications, including town halls, newsletters, events, and email updates to achieve business goals.
- Keep internal digital platforms (e.g intranet & Teams communities) fresh, engaging, and up to date.
- Lead on change management and employee engagement communications (including events)
- Track and measure the impact of internal communications, continuously refining and improving strategies.

External Communications

- Working closely with the HO Communications and the Ireland marketing team, create an external communications strategy that builds the Sodexo reputation and supports business growth, strengthening our brand in Irish markets.
- Collaborate with key stakeholders to develop compelling content such as case studies, press releases, blogs, web articles, social media posts, videos, photography, presentations, award submissions, and key client updates.
- Map a network in Ireland and work with the leadership team to brief them and ensure Sodexo is seen and heard at key industry events and speaking opportunities.
- Profile the Irish Managing Director and his leadership team
- Act as the operational communications lead for any crisis communications in Ireland, working with the PR/media team
- Work closely with the UK&I Social Media team to ensure messaging is impactful and drives engagement.
- Manage the Irish PR agency to deliver a programme of proactive PR, including top tier media opportunities

Team member

- As the Ireland representative of the B&C team, you will act as the conduit between the UK and Ireland regions to ensure each perspective is heard/ aligned
- You will be the brand champion for Ireland- ensuring that the global brand hierarchy, architecture and priority brands is known, and complied with.

If you're a creative communicator who thrives in a fast-paced environment, loves crafting engaging content, and wants to make a real impact, this role is for you!

6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organisation; they should focus on end results, not duties or activities.

Strategic Communication

- Keep communication initiatives focused on supporting business goals, strengthening our brand, and boosting employee engagement.
- Ensure the Brand & Communications team operates as a strategic function, delivering real value across the business.
- Track and contribute to performance reporting and ensure that data is used to inform continuous improvement.

Content Creation & Delivery

- Develop and publish high-quality content on a weekly basis, ensuring messaging is timely, relevant, and engaging.
- Provide essential support to the Brand & Communications team to produce standout content and collateral.

Collaboration & Stakeholder Engagement

- Foster strong relationships with key stakeholders, ensuring seamless collaboration and alignment across teams.

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

In this role, you'll have the creative freedom to craft and deliver impactful stories using a variety of channels, helping to bring Sodexo's brand and purpose to life.

What We're Looking For:

Experience & Qualifications

- A professional or higher qualification in communications or corporate communications is desirable.
- 5+ years of experience in communications, with a focus on employee communications, either in-house or agency-side.
- Change management experience desirable
- Strong editorial, content creation, and digital expertise.
- Hands-on experience using a variety of content management systems and platforms.
- Experience working in a large or complex organisation in a similar role.

Skills & Abilities

- Exceptional writing and editorial skills, with a keen eye for storytelling, sub-editing, and writing for digital platforms.
- Proven social media, digital, and creative skills to engage audiences effectively.
- Some experience in crisis/ issue communications and change management is a plus.
- Strong organisational and time management skills, with the ability to adapt to changing priorities.

- Excellent interpersonal skills to build relationships at all levels.
- Confidence in influencing and persuading stakeholders.
- A collaborative team player who thrives in a fast-paced environment.
- A proactive self-starter who can manage multiple projects and meet tight deadlines.
- Attention to detail and a creative approach to content.
- Basic design and video editing skills would be a bonus!
- Ability to leverage AI tools

Knowledge & Mindset

- A true passion for communications and storytelling.
- A willingness to learn and develop new skills.
- The ability to take ownership of projects and work independently.

8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires

Relationship management	Intellectual agility & eagerness to learn
Continuous improvement	Personal & Influencing skills
Resourcefulness	Promoting the brand
Being resilient	Persuades
Communicates effectively	Decision quality
Courage	Drives results
Optimises work processes	Nimble learning
Strategic thinking	

9. Management Approval – To be completed by document owner

Version	FINAL	Date	May 2025
Document Owner	Seb Thompson		