

Job Description: Marketing Executive

Function:	Marketing
Position:	Marketing Executive
Job holder:	N/A
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	Head of Marketing, Catherine Monaghan
Additional reporting line to:	N/A
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 and the wider marketing team in executing key elements of the 360-marketing plan across both B2B and B2C channels for food & beverage and event spaces at Fulham Pier, managed by Sodexo Live! The Marketing Executive will assist in ensuring that all marketing activities are aligned with the overall business objectives and brand guidelines.

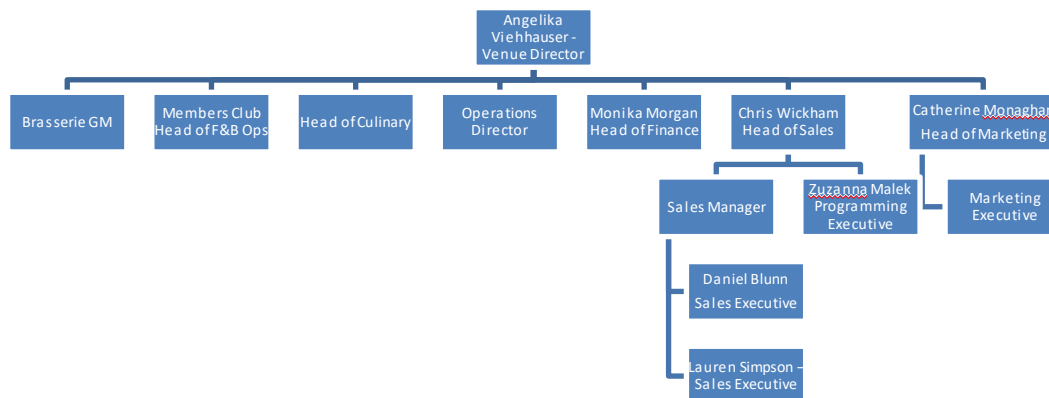
Responsibilities include:

- Assisting with the coordination of marketing campaigns, both digital and traditional, ensuring timely execution of projects.
- Supporting the development of marketing materials by liaising with external suppliers (e.g., creative, print, and digital agencies), ensuring the final outputs are on-brand and within budget.
- Conducting market research and competitor analysis to identify innovative ways to engage customers and enhance marketing efforts.
- Collaborating with internal teams (e.g., sales and operations) to ensure that marketing strategies are aligned with event and customer needs.
- Assisting in managing customer feedback channels to monitor satisfaction and suggest improvements.

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. 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 has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.

The Marketing Executive must work closely with various internal stakeholders to support the execution of marketing activities within the hospitality sector. 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.
- Assisting in managing 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.

- Assist in the planning and execution of both B2B and B2C marketing campaigns, including events, C&E (conferences & events), restaurant, and retail promotions.
- Work closely with the Head of Marketing and other stakeholders to build and maintain a marketing content calendar, ensuring the timely delivery of social media posts, email marketing campaigns, and digital advertisements.
- Support the production of marketing materials by liaising with agencies and vendors for creative outputs, ensuring these meet brand guidelines.
- Assist in tracking and reporting on campaign performance metrics, including web traffic, social media engagement, and email performance.
- Provide logistical support for event activations, trade shows, and in-venue marketing activities.
- Assist in customer relationship management (CRM) tasks, such as segmenting audiences and delivering targeted email campaigns.
- Collaborate with the sales and cultural events teams to ensure marketing assets align with key sales initiatives and customer offerings.
- Monitor and manage customer feedback tools and surveys, providing insights to improve customer satisfaction and engagement.

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 Executive will contribute to the achievement of the marketing department's goals by:

- Assisting in the delivery and analysis of marketing campaigns, ensuring alignment with set KPIs such as customer engagement, online traffic, and lead generation.
- Supporting the creation and distribution of monthly marketing reports, summarising key performance indicators for marketing activities.
- Assisting in the improvement of customer satisfaction by managing reviews, gathering insights, and helping implement relevant feedback into marketing strategies.

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 2-3 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 an understanding of campaign development and execution.
- A good understanding of digital marketing platforms (e.g., social media, email marketing, SEO) and experience in managing marketing tools such as CRM systems.
- Excellent communication skills, with the ability to work collaboratively with internal teams and external suppliers.
- Basic analytical skills, with the ability to interpret marketing data and provide insights to optimise future campaigns.
- 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).

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

- Brand Notoriety
- Commercial Awareness
- Innovation and Change
- Learning & Development
- Employee engagement

9. Management Approval – To be completed by document owner

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Document Owner			

10. Employee Approval – To be completed by employee

Employee Name		Date	
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