|  |  |  |  |
| --- | --- | --- | --- |
| Function: | | Marketing | |
| Position: | | **Marketing Director – Sodexo Live! UK&I (F1 Grade)** | |
| Job holder: | | Tbc | |
| Date (in job since): | | Tbc | |
| Immediate manager  (N+1 Job title and name): | | Interim CEO Sodexo Live! – Suzy Kitcher | |
| Additional reporting line to: | | SVP Global Marketing Sodexo Live! – Claire Morris | |
| Position location: | | UK | |
|  | | |
| **1. Purpose of the Job** – State concisely the aim of the job**.** | | | |
| * Based on the segment strategy, the Marketing Director is accountable for building a regional portfolio of services which aligns to the segment’s go to market strategy and growth targets. Drive YOY sales increase across all service lines and improve GP (Gross Profit). * The Marketing Director will create and deliver a marketing plan spanning all three areas of the Sodexo Live! business – B2B, B2C and Venue Sales. * The Marketing Director will support the collection, production and analysis of regional insights to drive decision making, alongside the Global Head of Insights for Sodexo Live! * The Marketing Director will develop a ‘demand driven’ marketing strategy for the segment which enables smoother and more efficient customer buying journeys balanced between PV&E and Supersite venues. * Define and deliver the venue sales marketing plan for the UK&I Sodexo Live! business * Conduct the short-term overhaul of the entire digital journey/capability based on current digital audit leading to a digital first strategy which will be maintained and evolve over the longer term. * Introduce new tech and digital innovation capabilities to drive more sales online and instore. * Develop a marketing efficiency strategy containing clear and repeatable processes for creating marketing/sales templates centrally and content locally. * Develop a new marketing team structure based with prioritisation on demand generation and compelling content storytelling skills. Enhance internal resource with laser focus on current capability plus ongoing potential. Create talent balance between central team, supersites and agency roster. * Ensure all of our consumer operating brands are strongly designed with a ‘customer first’ focus. * The Marketing Director Sodexo Live! will contribute to the external positioning and comms planning of Sodexo Live! | | | |
|  | | |
| **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. | | | |
| Characteristics | * Member of the Region Segment Executive Committee and Member of Global Marketing Community | | |

Draft. Version: 27-03-2014

**Job Description: Marketing Director – Sodexo Live! UK&I**

|  |
| --- |
| **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. |
| Claire Morris  SVP Global Marketing Sodexo Live!  Suzy Kitcher, Interim CEO Sodexo Live! UK&I  Marketing Director UK&I   Other reports to Segment CEO  Marketing Sub-functions (separate org chart) |
| **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 Director plays a critical role in working with regional Service Operations through the governance of the regional MSOC. If required, the Marketing Director will define any requirements of Service Operations in the annual business planning cycle on behalf of the segment to ensure demand is met.  In the context of Sodexo Live!, the marketing function is required to support the business not only in the role of consumer marketing and B2B marketing, but also in relation to the venue sales organization (Prestige Venues and Events) and further growth opportunities.  With the arrival of the MSDC into the marketing environment, the Marketing Director is responsible for activating this within the segment as and when appropriate to generate demand. |

|  |
| --- |
| **5. Main assignments – Indicate the main activities / duties to be conducted in the job.** |
| * Strategy   + Contribute to the segment strategic planning process and understand the prioritization of sub-segments for the Region   + Participate in working with regional strategy alongside fellow Exec colleagues. Strong focus on insights and growth strategies for the region.   + Aligned with the UK&I Venue Sales Director, define and agree the venue sales marketing strategy and implementation plan for the UK&I business   + Work closely with the Global Marketing and Strategy Directors on the future development and integration of all brands within the Sodexo portfolio at a regional and potentially global level.   + Be the conduit of the transformation of the marketing organization in Sodexo Live! UK&I as it relates to the Group Marketing Roadmap and the development of insights, customer segmentation, buyers journey and value proposition.   + Build and maintain the regional service portfolio as it relates to Sodexo Live!. Participate in the regional MSOC. * Marketing   + Lead and & deliver the annual marketing plan for the UK&I Sodexo Live! business (B2B, B2C and venue sales).   + Own the insights plan for the segment, in region – fully supported by the Global Head of Insights.   + Lead, in conjunction with the Sales Director, the activity related our customer acquisition / delivery and retention strategy as it relates to venue sales – this would include all marketing activation including web, social, content, print and b2c communications.   + Evaluate the performance of all marketing campaigns to ensure improvement across all key metrics   + Drive the b2b marketing activity, supported by communications where appropriate to ensure clear positioning of Sodexo Live! in the market in order to drive client acquisition in support of business development.   + Actively support the strategic marketing input required for the development and retention of profitable contracts.   + Demonstrate increased revenue through marketing activation across venue sales business and delivery of marketing plans for annual events   + Delivery of, in conjunction with the Global Marketing Head, the Sodexo Live! playbook outlining the service / brand portfolio for the business at the global level (and regional adaptation where appropriate). * Digital Design and activation   + Drive overall digital marketing strategy across our entire digital estate in UK&I with Central Digital Marketing Team and Sales director to ensure any digital campaigns cost effectively drive both B2B and B2C sales   + Ensure business cases are robust for required digital investment for new software, CRM management, and website re-builds.   + Partner with venue client (where appropriate) on their marketing channels/shared digital assets to drive up-take of our offers   + Lead, on behalf of the segment, the interaction with the MSDC as it relates to digital marketing and activation of campaigns to ensure cost efficiency and ROI |
|  |

|  |
| --- |
| * Management   + Marketing talent identified and developed   + Robust budget management with focus on ROI centrally and regionally   + Propose and execute all team performance KPI’s   + Exchange with other Regional Marketing segment heads and Global Marketing team   + Actively contribute to the reduction of our LTIR in the UK&I business in Sodexo Live! through leadership behaviours and accountabilities as it relates to HSE. * Key Skills   + Strong generalist marketing background with high level of influencing skills   + Fluent written and spoken English   + Highly collaborative, excellent communication skills   + Solid commercial background   + Extensive experience in b2b and b2c marketing essential (omni-channel)   + Ability to work at both a strategic and tactical level with high bandwidth / capacity for multiple projects |
|  |
| **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. |
| * Client and consumer insights gained and applied for the deployment of services in the region * Demonstrate increased revenue through marketing activation across venue sales business and delivery of marketing plans for annual events, ensuring achievement of qualitative and quantitative targets. * Demonstrate increased revenue and GP through activation of consumer marketing activity onsite * Demonstrate overall contribution to growth levers across the business – NBD / retention / CUGR * Marketing talent within the segment in the region identified and developed * Ownership of the marketing roadmap in the region for the segment |