

Job Description:
Head of Digital Growth

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| Function | Sports and Leisure |
| Position:  | Head of Digital Growth |
| Job holder:  | N/A |
| Date (in job since): | N/A |
| Immediate manager (N+1 Job title and name): | Marketing Director |
| Additional reporting line to: | NONE |
| Position location:  | London/South East |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * Lead on overall Digital Strategy for the segment including new tools required to automate marketing efficiency and integration with wider S&L digital products and marketing tech stack
* Overall gatekeeper of the UK S&L Digital Ecosystem
* Development of digital marketing tools and strategies to support our brand portfolio: PV&E, HPL, Bateaux London and supersite websites. Relentless focus on demand, consideration and conversion.
* Lead integrated digital marketing strategy with content/delivery support from agencies.
* Consult with the marketing team, support teams and agencies to launch campaigns on time and to budget
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| 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  | * This senior role should primarily drive engagement and sales through our e-commerce websites. KPI’s are specific to each site and should support the overall sales and marketing targets for each year. KPIs should include increasing YOY web traffic and conversion rates, increase in uptake of marketing promotions run through the website and increase in bookings for major events such as RHS Chelsea. Google analytics data and improvement in ranking (SEO) are also key KPI’s. Demonstrate the role that digital marketing plays in driving top line growth.
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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. |
| * GDPR compliance through all data management working with data officer to ensure all brand websites and marketing are compliant
* Lead on SEO and PPC strategy for four key websites (PV&E, Bateaux London, HPL, Hampden)
* Interface with external SEO, digital and content providers to drive site optimisation, ranking and social media/digital campaign strategy
* Lead the digital re-build of 2 websites with the correct ecommerce functionality and key landing page structure to reflect the new overall offer. Monitor and improve performance levels of the new booking system/ecommerce opps
* Integration of Marketing Tech stack with customer facing websites.
* Interface with internal IS&T, Digital and Finance teams to drive CRM, web development and visibility of internal reporting
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| **Digital Marketing:*** Lead on Digital Transformation, strategy and budget management for Sodexo Live! in the UK
* Drive brand penetration through acquisition to our websites, overseeing paid digital performance channels, including paid social and affiliate networks
* Drive customer frequency, retention, re-activation through marketing automation. Develop and embed new marketing automation technology across our key ecommerce sites.
* Be responsible for ensuring our ecommerce experience is market leading and optimised based on customer behaviour
* Drive continuous improvement of the customer experience for various digital touchpoints
* Work with the wider Marketing team to ensure all digital channels meet brand, customer and marketing objectives ensuring optimised content across all touchpoints in the customer journey
* Ensure Exec committee and Group Digital are informed on all digital activity and results within the segment
* Work with Data officer to drive GDPR compliance across all digital platforms and channels
* Gatekeeper of the S&L UK Digital ecosystem
* Work with agencies to plan all digital marketing including SEO/SEM, marketing database, e-mail, social media and display advertising campaigns across PV&E, Bateaux London, HPL and Hampden websites.
* Identify trends and insights, and optimise spend and performance based on the insights.
* Brainstorm new and creative growth strategies especially for new site mobilisations
* Collaborate positively and with a ‘performance mindset’ with agencies and other vendor partners
* Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
* Lead and grow digital team within the segment – one new FTE reporting into this role.

**Marketing Technology:*** Support digital marketing by acting as first point of contact for all tag management implementations, testing and auditing, whilst also working with our digital agencies to diagnose and troubleshoot issues.
* Provide a POV and aide in procurement of new marketing technology solutions, acting as marketing platform SME for the business.
* Collaborate with the data team to manage marketing collection frameworks, data onboarding and technical solutions required to achieve business marketing goals.
* Liaise directly with third party providers (e.g. ad tech vendors, social platforms, search engines, affiliate networks...) for anything related to partner integrations and data flow.
* Ensure all new Product development is accompanied by appropriate tracking, working with Product and UX teams to make sure marketing requirements are captured and implemented correctly.
* Build and maintain a backlog of open requirements, conveying the status of the backlog to stakeholders within the business and assisting with prioritisation of technical solutions.
* Proactively challenge existing thinking and stimulate change, driving standards by shaping business processes and systems through automation.
* Become our super-user and product evangelist for a variety of digital marketing tools and platforms.
* Strategy development and implementation of marketing efforts to improve business performance.
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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. |
| * Increase traffic to all websites YOY
* Increase traffic to sales ratios YOY
* Increase penetration of digital marketing activity YOY
* Increase active members of database YOY
* KPIS set across each channel/brand
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * Proven leadership experience in digital marketing with budget accountability
* Demonstrate experience in leading and managing SEO/SEM marketing database, email, social media and/ or display advertising campaigns
* Creative mindset with natural flair for identifying target audiences and devising digital campaigns that inform, engage and motivate
* Accomplished in optimising landing pages and user funnels
* Solid knowledge of website analytics tools (Google/NetInsight/Omniture/WebTrends) and integration of different digital products e.g. Priava
* Working knowledge of ad serving tools (DART/ Atlas)
* Experience in setting up and optimising Google Adwords campaigns
* Working knowledge of HTML, CSS and JavaScript development and constraints
* Experience with Marketing Tech (CRM and Automation platforms in particular)
* Natural people management skills
* Strong analytical and data-driven thinking
* Up to date with the latest trends and best practices in online marketing and measurement
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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
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| * Innovation and Change
 | * Leadership & People Management of disparate teams
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| * Rigorous management of results
 | * Analytical thinking
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| * Brand Notoriety
 | * Team working
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| * Commercial Awareness
 | * Resilience
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| 9. Management Approval – To be completed by document owner |
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| Version | 1 | Date | December 2021 |
| Document Owner | Beatrice Vears |

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| 10. Employee Approval – To be completed by employee |
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| Employee Name |  | Date |  |

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