



## Job Description: Sodexo Live!

Function:	Culinary Operations
Position:	<b>Head of Culinary Experience and Innovation</b>
Job holder:	TBC
Date (in job since):	TBC
Immediate manager (N+1 Job title and name):	Executive Head Chef
Additional reporting line to:	Catering Services Director
Position location:	Newcastle United FC

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

The Head of Culinary Experience and Innovation Chef is responsible for leading all menu engineering and culinary development for Sodexo Live! at Newcastle United Football Club. The role focuses on designing efficient, high-quality, fully costed menus, developing accurate dish specifications, and ensuring all recipes meet allergen, nutritional and sustainability standards.

This includes menu creation for all areas — hospitality, restaurants, suites, boxes, lounges and retail — across match day and non-match day operations.

The role ensures consistency through structured menu playbooks, recipe systems, and seasonal menu cycles, while driving innovation, operational efficiency, and exceptional guest experience.

You will plan, develop and execute the development standards and menu offer rotations to ensure consistent evolution and reduce repeat offers, whilst embracing the Sodexo Live! chefs' culture. This role will aid career progression and team morale as well as inclusion for the team in menu innovation and core menu fundamentals whilst ensuring every dish reflects excellence, efficiency and excitement.

### 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.

Sodexo Live! UK&I delivers services in food retail, hospitality catering, venue sales & hospitality ticketing sales as well as marketing. Driven as a premium brand within the sports and leisure market Sodexo Live! follows the direction of an agile and bespoke caterer offering a unique and personal experience within all our operations.

With our stadia segment generating £90 million per annum the sector produces and serves over 4 million people annually. This role is a senior member of the UK&I stadia and culinary team and is responsible for over £14 million in sales across the required site and collaborates with the wider Sodexo Live! culinary teams on our food strategy and chef's culture.

**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.

A dark blue rectangular box containing the text "Executive Head Chef".

Executive Head Chef

A dark blue rectangular box containing the text "Head of Culinary Experience & Innovation Chef".

Head of Culinary  
Experience & Innovation  
Chef

**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.

- Ownership on menu engineering and design around the seasons and both NUFC and Sodexo Live! sustainability and food philosophy.
- Build efficient menu structure that maximises ingredient utilisation and reduces waste across all outlets.
- All menu innovation has a clear framework and detailed brief for development
- Menu system design is planned pre-season and are structured and operated efficiently.
- The kitchen/culinary department have full menu playbooks and dish/recipe SOPs for each area/outlet.
- All menus and recipes have full specifications and costed, logged on to our kitchen menu and dish database - Kafoodle
- Working with our client on supporting their strategy and direction, whilst driving the venue exposure and sales
- Measurably strong client perception and satisfaction with services delivered
- High levels of client engagement via demonstrably strong relationships built on mutual respect and trust
- High levels of team engagement to ensure compliance and consistency is achieved.
- Service standards in line or above client expectations and reviewed on an ongoing basis for both match day and non-match day operations i.e., post-match and monthly
- Ensure menu repetition and dish fatigue are minimised, track previous offers, dishes and manage structured dish rotation
- A positive working relationship with the client is evident with “Win-win” scenarios
- Structured tastings and stakeholder reviews to validate quality, efficiency, and commercial viability
- All dishes and menus are fully complaint in allergen matrix accuracy and compliance sign off.
- Develop complete nutritional and carbon count for all menus across the operation, showing benefits.
- Take feedback on menus from client and fans/guest to evolve the offer and learn best practices.
- Maintain menu/dish playbooks and specifications are up to date throughout the season and with any supplier and dish changes.
- Cross-functional collaboration with procurement, operations, and finance to optimise supply, yield, waste, and profitability
- Support the delivery to maximise the profitability of the contract within all area of responsibility and deliver the required results
- Maintain personal resilience in all situations
- Prioritise workloads effectively, plan activities to meet the needs of others. Show attention to detail proactively plan activities and time to minimise reactivity and maintain a sensible work-life balance.
- Ensure company policies and security are always adhered to.

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

- Menu Development: Create trend-driven, seasonal, and commercially viable menus tailored to diverse audiences, from high end dining experiences, relaxed informal offers, fast and visual food markets to grab-and-go favourites.
- Cross-functional collaboration with procurement, operations, and finance to optimise supply, yield, waste, and profitability
- Ensure all menus and dishes are focused in line with company Food Safety requirements and HACCP.
- Ensure we never compromise on quality and flavour through exceptional professional standards.
- Drive local sourcing and supply to support an agile and bespoke supplier partnership collaborations.
- Deliver client tasting, pre session for current and new directional offers.
- Compliance & Safety: Uphold rigorous standards in food safety, allergen management, and health & safety protocols.
- Adopt and practice a Zero Harm Mindset in relation to Health and Safety, in line with company policy and guidelines.

- Financially astute with the ability to read and understand a P&L, highlight margin winners and hero dishes.
- Comfortable with HR procedures and following process
- Must be able to understand large numbers of catering and have a good logistics knowledge.
- Operational Excellence: Ensure consistent quality, portion control, and presentation across all service points.
- Budget & Cost Control: Monitor food costs and inventory to meet culinary offers and site cost of sale target.

**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.

- Delivery of fully costed fully compliant menus across all stadium outlets.
- Accurate, complete recipe specifications in Kafoodle for 100% of dishes (costings, allergens, nutrition, carbon).
- Menu rotations and engineering frameworks that improve efficiency, reduce waste and meet profitability targets.
- Consistent, high-quality dish execution supported by clear SOPs, playbooks and training.
- Culinary innovation that enhances guest satisfaction and aligns with Sodexo Live! strategy.

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

- Minimum experience to Head Chef/Development Chef
- You will be ambitious, confident, and resilient.
- Proven track record in high quality environments and have the confidence and ability to demonstrate your own style with finesse and flair.
- Able to illustrate how you keep pace with food trends and translate them to exciting and appealing menu and food offers.
- You have a guest first approach and able to adapt style to a broad range of experiences.
- Analytical and logical delivery mindset
- Experience in technology usage as a management tool
- Commercial minded with evidence of successfully managing costs in line with exceptional delivery.
- NVQ Level 3 in Culinary Arts or equivalent
- Level 4 Food Safety & Hygiene (preferred)
- Proven experience in high-volume, multi-outlet environments (stadia, hotels, or large venues)

- Strong organisational skills
- Commercial acumen with P&L responsibility
- Passion for innovation, sustainability, and delivering memorable food experiences



**8. Management Approval** – To be completed by document owner

Version	1	Date	
Document Owner			

**9. Employee Approval** – To be completed by employee

Employee Name		Date	
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