|  |
| --- |
| Communications Manager – content creation |

|  |  |  |  |
| --- | --- | --- | --- |
| Function: | | Central functions – Brand & Communications | |
| Position: | | Communications Manager – content creation | |
| Job holder: | |  | |
| Date (in job since): | |  | |
| Immediate manager  (N+1 Job title and name): | | Sharmilee Evans-Rau – Head of Communications (Schools & Universities and Health & Care business areas) | |
| Additional reporting line to: | | Seb Thompson – Head of Communications (Corporate Services, Ireland and Sodexo Live ! business areas) | |
| Position location: | | MediaCityUK (Salford)/ Hybrid | |
|  | | |
| 1. Purpose of the Job – State concisely the aim of the job. | | | |
| The main purpose of the Communications Manager role is to be the champion, curator and creator of content for key business areas in the UK for Sodexo. These are:   * [Corporate Services](https://uk.sodexo.com/industries/business-industry) * [Sodexo Live!](https://www.sodexolive.co.uk/) * [Health & Care](https://uk.sodexo.com/industries/health-care) * [Schools & Universities](https://uk.sodexo.com/industries/education)   The postholder must ensure that content is compelling, exciting, and engaging – fit for purpose on the channel(s) it is deployed through and creates strong engagement with key audiences/stakeholders. | | | |
|  | | |
| 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  Staff  Other | No budget responsibility  No direct reports | | |

Draft. Version: 27-03-2014

|  |
| --- |
| 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 creative storyteller with 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 two Heads of Communications and collaborate closely with three other content creators, 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.  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.  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 shapes stories that inspires others and covers both internal and external communications. You’ll work with the wider team to ensure our messaging is impactful, engaging and reaches the right audiences. **A flavour of what you’ll do:** Employee CommunicationsProactively seek out and create high-quality content that informs, inspires, and connects our employees.Develop compelling internal campaigns, crafting written materials and managing creative content production.Build a structured content and editorial plan, ensuring key messages are maximised across multiple channels.Support company-wide communications, including town halls, newsletters, events, and email updates.Keep internal digital platforms (e.g intranet & Teams communities) fresh, engaging, and up to date.Track and measure the impact of internal communications, continuously refining and improving strategies. ***External Communications***   * Contribute to an external communications strategy that supports business growth and strengthens our brand. * 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 client updates. * Work closely with the UK&I Social Media team to ensure messaging is impactful and drives engagement.   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.   **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 |
| We’re looking for a storyteller – help us bring Sodexo to life!  Are you a natural storyteller who can uncover, shape, and share compelling content that engages the right  audiences at the right time? 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. * 3+ years of experience in communications, with a focus on employee communications, either in-house or agency-side. * 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 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!   ***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.   If you’re looking for a role, in a people and purpose centric organisation, where you can bring stories to life, shape impactful content, and grow within a dynamic team, we’d love to hear from you! |

|  |
| --- |
| 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 | |

|  |
| --- |
| 9. Management Approval – To be completed by document owner |
| |  |  |  |  | | --- | --- | --- | --- | | Version | FINAL | Date | January 2025 | | Document Owner | Sharmilee Evans-Rau & Seb Thompson | | | |  |  | | | |