

Job Description:   
Brand Manager

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| Function: | Food platform | |
| Job: | Brand Manager | |
| Position: | Brand Manager | |
| Job holder: |  | |
| Date (in job since): |  | |
| Immediate manager  (N+1 Job title and name): | Head of Marketing/ Head of Brands | |
| Additional reporting line to: |  | |
| Position location: | Predominantly home based/ adhoc travel to office and sites | |
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| 1. Purpose of the Job – State concisely the aim of the job. | | |
| * Deliver the annual brand plan for Modern Recipe to drive sales/margin targets. * Key responsibilities include:   + Delivering the key milestones within the Seasonal Refresh and Limited Time Offer critical paths.   + Monitoring brand performance across financial and non-financial metrics to support decision making.   + Sharing best practices within a global network.   + Collaborating with multiple stakeholders to communicate new product development effectively.   + Developing robust implementation guides to support the operation teams and maintaining the integrity of brand operation materials. | | |
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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. | | |
| * Modern Recipe delivers £23m revenue per annum. * Working collaboratively to deliver the brand plan and be seen as the subject matter expert. | | |

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| 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. |
| Head of Brands  Central Marketing  Head of Marketing  Corporate Services  Brand Manager |

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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. |
| * Managing the seasonal and limited time offer critical paths, ensuring all key milestones are achieved. * Supporting in driving change with the marketing and refreshing it in line with client and guest needs. * Assisting in leading the organisation towards a new way of working and driving compliance to the brand. * Ensuring successful deployment of campaigns through the development of operational and audit materials. * Multitasking under time pressure and managing issues through excellent communication. * Collaborating with multiple stakeholders including Segment, Marketing, Operations, Culinary, Supply Chain across the UK&I and globally. |

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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * **Delivering the annual brand plan for Modern Recipe to drive sales/margin targets:** * Implementing the pipeline of marketing and promotional activities spanning both online and offline channels to drive business growth e.g. via GP, ATV, patronage numbers. * Monitoring Modern Recipe’s financial and non-financial performance using the sales dashboard, competitor, consumer & client feedback sources to support with decision making and continuous improvement. * Sharing best practice and learnings from each project to our network of global brand owners to support in evolving the brand. * **Executing Seasonal Refreshes and Limited Time Offer Campaigns:** * Collaborating with the culinary and creative team to ensure effective showcasing of new product development and campaign activity within the customer journey to drive category penetration and margin. * Working with the Food To Go and Retail Packaged Goods brand managers to ensure new product and packaging development alignment with overarching brand guidelines and Modern Recipe ethos. * Support in overseeing photo and video shoots of new product development or innovation for sales or deployment marketing collateral. * Assisting with price laddering & price banding recommendations to drive margin through F&B capture rate and SPH growth. * Managing and updating the recipe and product matrix. * **Developing Robust Operational Materials:** * Developing comprehensive implementation packs and standard operating procedure documents to facilitate the roll out of marketing or promotional campaigns at site. * Building sales packs to communicate new brand development and support the sales team in winning new business. * Maintaining the accuracy and integrity of Modern Recipe brand, uniform, lightwares guides to ensure they are up to date with correct pricing, all products available. * Ensuring integrity of our internal business management tools with regards to Sodexo’s brand portfolio systems and tools e.g. DAM, Brand Portal * **Brand Standards and Marketing Deployment:** * Acting as the link between Operations and Regional Marketing to ensure brand marketing materials reflect operational and client needs. * Contributing to the development of the regional CS and central marketing strategy by providing insights from the Operations team. * Supporting the mobilisation of new contracts and retentions, ensuring brand hallmarks are embedded from day one. * Partnering with the Sales team to ensure they have the tools, resources, and collateral needed to secure wins and retentions. |

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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. |
| * Critical Path key milestones achieved for all campaigns * Ensuring the marketing meets site and guest needs * Portal and Dam marketing materials uploaded * Supporting new site openings, bids and retentions * Maintaining the brand standards |

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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * Professional experience in food or the hospitality industry. * Strong brand and commercial marketing background. * B2C marketing experience across all channels. * Experience in brand development and driving profitable sales in retail or hospitality. * Customer centric and highly commercial. * Have a passion and love of food and café culture within the UK & Globally. * Experience in working with multi-cultural teams / environments. * Strong time management skills / ability to priorities workload and manage multiple projects simultaneously. * Must have a “can do” attitude and approach. |

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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
| |  |  | | --- | --- | | * Commercial Awareness | * Project Implementation | | * Critical Path Management | * Innovation and Change | | * Analytical Mindset (Excel proficient) | * Strong Written Word | | * Creative | * Attention to Detail | | * Marketing Storytelling Capability |  | |  |  | |

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| 9. Management Approval – To be completed by document owner |
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