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| Senior PR & Campaigns Manager |

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| Function: | Central Functions – Brand & Communications |
| Position:  | Senior Public Relations & Campaigns Manager –  |
| Job holder: |  |
| Date (in job since): |  |
| Immediate manager (N+1 Job title and name): | Seb Thompson, Public Relations & Campaigns Director, UK&I |
| Additional reporting line to: | n/a |
| Position location: |  Hybrid – 2/3 days per week at MediaCityUK, Salford |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * Design and deliver integrated, insight-led PR and communications events/campaigns in support of strategic priorities and business objectives
* Business partner with internal stakeholders to understand business challenges and translate into impactful communications solutions
* Provide a central planning and coordination capability for the UK&I Brand & Comms team
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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. |
| Financial:Staff:Other: | NilNo direct reportsRelationships with internal and external stakeholders |

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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. |
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| **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. |
| * Small team supporting a wide range of UK & Ireland business activity related to external communications
* Ways of working on external comms undergoing a period of transformation and evolution
* Breadth and complexity of stakeholder management
* Pace and volume of work
* Content development in line with Sodexo brand guidelines
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| **Campaign, project planning and delivery (70%)*** Work closely with the PR & Campaigns Director, other relevant internal stakeholders (e.g. segment comms leads and marketing directors) and agency partners to develop and deliver creative, engaging, integrated internal/external events and campaigns to drive growth and fame for the business
* Develop and deliver plans and the associated content (eg press releases, social media posts etc) to maximise engagement and communications opportunities for campaigns and events
* Work independently to efficiently and effectively coordinate the team approach to delivering smaller ‘day-to-day’ campaign activity e.g. around awareness weeks, significant milestones, social impact and service lines, as well as utilising and contributing to the launch of group initiatives and thought leadership
* Take the lead on delivering or supporting delivery of selected regional comms projects such as reporting, insights and the annual Stop Hunger Foundation Dinner
* Champion effective project management and collaboration – via the team PID process – within the UK&I Brand and Communications team
* Build and maintain relevant insight resources to enable the development of effective campaign and event plans
* Support development and delivery of content across internal and external channels as required
* Work with colleagues to evaluate campaigns based on real world outcomes, not just outputs
* Work with the Senior Press Manager to identify and compile entries for relevant award opportunities for campaigns delivered
* Horizon scan for opportunities (e.g. major events, awareness days and weeks, policy announcements) that feed into and enrich campaigns, driving brand awareness and regional key messages
* Own the Brand and Communications team tracker/calendar to ensure all activity aligns and is maximised effectively, whilst also owning the Sodexo wide events calendar

**Business partnering (25%)*** Develop and own a comprehensive stakeholder map of business areas, owners, strategic priorities and key events to improve Brand & Comms visibility and understanding of business drivers
* Establish effective working relationships with a broad range of internal stakeholders to enable effective horizon scanning and early involvement in the design of communication solutions
* Consideration of how external partnerships (trade associations and charities), sponsorship properties and similar can enrich and support or provide platforms for campaign messaging/activations
* Attend relevant meetings to shape decision-making and build sound understanding of business challenges
* Provide professional strategic communications advice to internal stakeholders, both reactively and proactively
* Identify and share examples of successful campaigns and creative ideas with stakeholders to inform decision-making

**Other (5%)*** Support the Press & PR team with reactive media enquiries, issues management and crisis response as needed
* Be a member of the team’s out of hours on-call Press Office rota – training and escalation levels to be determined on experience (it should be noted though that enquiries needing handling out of hours are infrequent)
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| 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. |
| * Develop high-quality PR and communications campaigns and events – in line with segment, global and regional communications priorities
* Build and nurture positive working relationships with internal stakeholders that drive the two-way flow of information needed for effective campaign delivery
* Design and manage an effective communications planning and horizon-scanning platform for the UK&I Brand and Communications teams.
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| **What We’re Looking For:****Essential*** At least five years’ experience in a similar strategy/planning role (in-house or agency)
* Proven success in developing and executing integrated communications campaigns and strategies
* Experienced project manager adept at managing across multiple teams
* Press Officer/media relations experience
* Multi-channel and audience experience
* Credibility as business partner and ability to influence senior leaders and shape their decision-making
* A sense of creativity and bold curiosity – able to identify the difference between a good campaign and a great campaign and willing to challenge partners and stakeholders to get there
* Strong people skills
* Effective communication and written skills
* Excellent time management and organisational skills
* Good team working skills
* Entrepreneurial and proactive spirit
* Outcomes focused with a commercial mindset

**Desirable*** Higher-education level qualification in strategic communications, public relations, or journalism
* Research skills
* Experience of managing third party agencies
* Experience working in a large matrix organisation
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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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| * Intellectual agility and eagerness to learn
 | * Strategy and implementation
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| * Promoting the brand
 | * Personal and influencing skills
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| 9. Management Approval – To be completed by document owner |
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