**EXPERTISE**

Job description

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| Function: | Business Improvement Growth Support |
| Position:  | Creative Lead |
| Job holder: |  |
| Date (in job since): |  |
| Immediate manager (N+1 Job title and name): | Head of Bid Services, Bid Process SME & Planning & Deployment PM |
| Additional reporting line to: | N/A |
| Position location: | No fixed location |

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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * Provide thought leadership in understanding and directing the creative vision of clients and segments
* Establishing relationships working with segments marketing and sales directors and external clients to inspire and create visual and verbal identities, leading the design approach and identifying ways to continually innovate Sodexo’s/segments proposals/offers
* Ensure appropriate resources are within the team to deliver creative projects keep projects on budget and on time.
* Influencing and creative articulation when presenting work to key stakeholders (Senior leadership teams, Clients etc) by utilising a variety of traditional and digital media mediums
* Leading the creative process to ensure services are delivered to market standards
* To identify and introduce innovation, coach and mentor the creative team to reach the potential of the concept.
* Act as a conduit, where applicable, to external agencies and ensure value for money and consistency with the Sodexo brand
* Have accountability for the team’s creative and financial performance and impact on supporting growth across the wider Sodexo business
* Knowledgeable regarding new technologies (both hardware and software) to expand the range of services that can be delivered by the creative team bid team, improve the quality of visualisations and increase efficiency
* Lead submissions/applications for appropriate creative industry awards and showcase the creative team’s talent externally
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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. |
| Revenue FY13: | £300 – 500m | EBIT growth: | n/a | Growth type: | n/a | Outsourcing rate: | n/a | Region Workforce | n/a |
| EBIT margin: | n/a |
| Net income growth: | n/a | Outsourcing growth rate: | n/a | HR in Region  | n/a |
| Cash conversion: | tbc |
| Characteristics  | * Revenue: research, develop and document strategic plans to increase profit margins by way of robust creative processes
* People: lead a central team to manage creative work across the segments
* Growth: support the increase the growth rate of the business by 50%
* Savings: Results focused, highly rational and critical thinking
* Reduce percentage of work allocated to external agencies
* Flexible to work outside of normal working hours on weekdays and weekends when required
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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. Please show the job titles not the actual people doing the role, i.e. Finance Manager, Project 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. |
| * Initiate original, creative and inspiring concepts and ideas, in response to segment briefings and come up with ideas proactively
* Articulate and drive the creative direction for segments and clients
* Provide leadership to the segment, clients and the creative team
* Ensure robust workflow schedules of designers, art workers and print teams are in place
* Keep engaged and informed of new and on trend innovative design techniques, pursue key visual trends and continually seek improvement
* Take leadership in projects and be a voice and introduce for best practice
* Flexible to work outside of normal working hours on weekdays and weekends when required
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * To set the vision and the utilisation of the creative team across the business and where required be a conduit with external agencies and manage the delivery the Sodexo brand, including developing new solutions as appropriate.
* Developing relationships with the client, sales directors and the wider Sodexo community and being an advocate for Sodexo’ s and its proposals.
* To embody segment strategies to provide a sharper focus on market issues in order to prioritise growth opportunities and align our resources to deliver them.
* Management of workflow and resources
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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.* Driven by the need to solve problems with ideas that are original, insightful and compelling.
* Constantly on the hunt for fresh ways to solve problems and deliver solutions within and beyond the industry.
* Ability and drive to inspire and empower people you work with.
* Ability to articulate and pitch work clearly and precisely.
* Have an approach and way of working that is open and generous.
* Issuing progress reports and ensuring deadlines are met in a timely and efficient manner
* Manage third-party contributions to the creative process
* Manage effective communications with stakeholders, including reporting and escalation processes
* Ensure that appropriate records are maintained to evidence compliance with governance requirements to enable subsequent audits
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * Strong design skills based on a degree, equivalent qualification or industry experience
* Experience in working on bids and pursuits
* Confidence in client facing situations
* A thorough understanding of the creative and production process.
* Significant experience in a similar leadership position
* Take leadership in projects and be a voice for best practice.
* An understanding of UX, Digital, CX, Strategy, Management, Design, Sketch, Inivision
* An ability in developing strategic creative concepts
* A proven track record in creating high end PPT and Word documents and templates and good presentation design, with a strong portfolio
* In-depth understanding of current print processes and the requirements for preparing artwork for production
* Ability to express ideas in a compelling visual and tangible way, and to understand how to brief and direct relevant creative or creative tech specialists
* A keen team player and comfortable working alone.
* Committed to personal development and progression.
* Bring something new to our fun, vibrant and open culture.
* PowerPoint
* Word
* Indesign
* Photoshop
* Illustrator
* **Desirable**
* Bachelor's degree in a creative field and years of experience in the creative field.
* After Effects
* Animate
* 3D Experience
* Illustration
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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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| * Growth, Client & Customer Satisfaction / Quality of Services provided
 | * Leadership & People Management
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| * Rigorous management of results
 | * Innovation and Change
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| * Brand Notoriety
 | * Business Consulting
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| * Commercial Awareness
 | * HR Service Delivery
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| * Employee Engagement
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| * Learning & Development
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| **9. Management approval** –To be completed by document owner. |
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| Document owner | Becca Garside |

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