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| Function: | | Marketing | |
| Position: | | **Senior Marketing Manager B2C** | |
| Job holder: | | TBC | |
| Date (in job since): | | TBC | |
| Immediate manager  (N+1 Job title and name): | | Marketing Director | |
| Additional reporting line to: | | N/A | |
| Position location: | | No fixed place of work – travel required across the UK required | |
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| **1. Purpose of the Job** – State concisely the aim of the job**.** | | | |
| * Create, execute & drive the B2C Marketing plan across the Sodexo Live! business in the UK&I * Work with PV&E team to support and react to their sales plans across Hospitality and C&E (B2C only) * Run B2C brand and tactical campaigns across the marketing mix * Report to Marketing Director on campaigns performance and adapt activity accordingly * Work on ad hoc venue and brand projects * Support on B2C marketing plans as they relate to RFP and retention efforts in association with the Marketing Director and the Business Development Team * Deliver B2C retail marketing support to the business including framework for offer development and deployment in conjunction with the culinary team to drive revenue and profitability | | | |
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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. | | | |
| Characteristics | * This role is a senior member of the UK&I marketing team | | |

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**Job Description: Senior Marketing Manager B2C – Sodexo Live!**

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| **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. |
| Marketing Director  Senior Marketing Manager B2C |

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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. |
| * The role will require you to have an understanding of offer/product development and work closely with the culinary and operations teams to deliver the marketing activation & offer development across both food and drink * You will need to work with the venue sales marketing team and the digital team to ensure that B2C customer journeys are effective across all channels and engage customers effectively for acquisition and conversion * An ability to work across multiple stakeholders both within the marketing team and within the activity will be critical to success |

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| **5. Main assignments –** Indicate the main activities / duties to be conducted in the job. |
| * Create and execute marketing plans for all B2C retail activity across Sodexo Live! UK&I venues * Plan and execute with agency and venue teams relevant social media, PR and e-marketing campaigns for B2C ensuring complete alignment with the venue sales marketing team * Work side by side with culinary team to deliver the retail food offer for venues to drive revenue growth, profitability and improve customer satisfaction * Deploy customer satisfaction measures across B2C portfolio in venues * Plan, deliver, report on and evaluate marketing campaigns * Collaborate with internal sales and operations teams and externally with agencies and other vendor partners and one direct report management * Support marketing requests for brands across the business as it relates to B2C activity and own the marketing activation for major events |

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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. |
| * Increase B2C sales and improve performance across all venues in Sodexo Live! UK&I * Drive customer satisfaction & trip advisor scores through correct market offer * Increase active members of customer database * Ensure effective delivery of brand promise within HPL for event catering in Scotland |
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| **7. Person Specification** –Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * Graduate calibre in marketing or related field * Strong food background / knowledge * Strong organisational and prioritising skills to work to tight deadlines and manage busy workloads * Highly creative with experience in identifying target audiences and devising digital campaigns that engage inform and motivate * Strong analytical and data-driven thinking * Up to date with the latest trends and best practices in online marketing and measurement * Capabilities with negotiating and directing agencies/3rd parties |

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| **8. Competencies –** Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
| |  |  | | --- | --- | | * Innovation and Change | * Leadership & People Management of disparate teams | | * Rigorous management of results | * Analytical thinking | | * Brand Notoriety | * Team working | | * Commercial Awareness | * Resilience | |

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| 9. Management Approval – To be completed by document owner |
| |  |  |  |  | | --- | --- | --- | --- | | Version | 1 | Date | 2nd October 2023 | | Document Owner |  | | | |

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| 9. Employee Approval – To be completed by employee |
| |  |  |  |  | | --- | --- | --- | --- | | Employee Name |  | Date |  | |