

Job Description: Sodexo Live!

Function:	Sport & Leisure
Position:	Market Manager
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Sales Manager
Additional reporting line to:	Central Marketing team
Position location:	Headingley Stadium

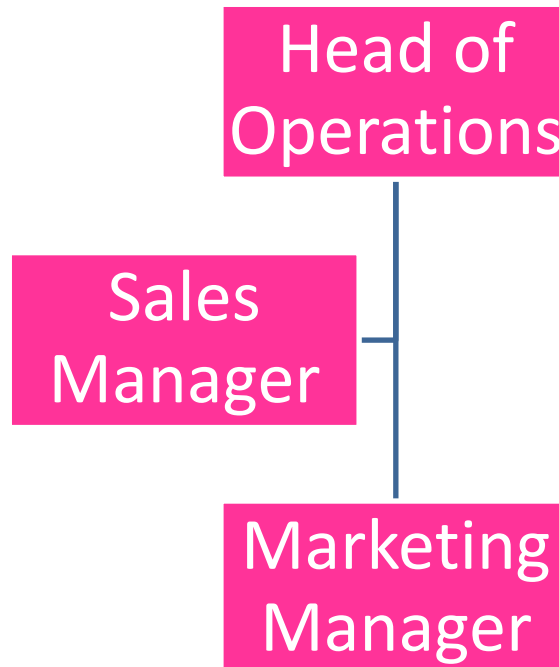
1. Purpose of the Job – State concisely the aim of the job.

- Execute & drive the venue's marketing plan and schedule of activity
- Develop B2B and B2C sales and marketing plans to support sales & ops teams to include all localised collateral
- Report on campaigns performance and adapt activity accordingly
- Drive improved venue sales across all service lines and improve GP (Gross Profit)
- Deliver strong digital understanding and clear go to market strategy

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.

- Role is to support the retail/C&E /stadia sales activity both reactively and proactively.
- Work to increase revenue across the C&E offering via various appropriate marketing strategies.
- Work collaboratively with the sales team to achieve venue sales forecast.
- Engage with central agency mix to ensure success in conversion/demand generation

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.



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.

- Understand the local market to effectively target customers and demonstrate an awareness of competitor's activity and address immediately with tactical promotions / plans
- Close interface with the sales team to support B2B sales across C&E with effective collateral & drive B2B/B2C sales through the correct marketing channels
- Drive localised digital strategy and collaborate with the Central Digital Marketing Team to ensure any digital campaigns cost effectively drive both B2B and B2C sales
- Organise and implement calendar of events with sales team to drive B2B and B2C sales for all products
- The role will require you to have an understanding of C&E and retail service line delivery and work closely with the central marketing, culinary and operation teams to advise on seasonal packages & offer improvement across both food and drink
- Develop effective POS to drive retail acquisition
- Develop promotions for bar retail areas
- Ensure that all social media feeds are effective, report on each campaign and manage the calendar of activity
- Work with venue client on their marketing channels to drive up-take of our offers
- Have an expert knowledge on GDPR to ensure compliance with data management
- Have a working knowledge of Salesforce to access data and send sales leads to the relevant sales team member
- Work in collaboration with the on-site client marketing team

• **5. Main assignments** – Indicate the main activities / duties to be conducted in the job.

- Plan and execute annual marketing plan
- Accountability for the annual marketing budget
- Plan and execute social media campaigns
- Plan and execute e-marketing campaigns, traditional marketing and advertising campaigns
- Support seasonal offer changes across food & drink outlets, C&B, digital POS and all marketing collateral.
- Monitor and report on competitor activity and respond to local market activity
- Report & evaluate marketing campaigns and attend relevant review meetings
- Collaborate with sales and operations teams with agencies and other vendor partners
- Maintain a strong working relationship with the on-site client marketing team
- Ensure that Sodexo Live! brand guidelines are maintained and followed
- Manage website and content
- Work alongside central marketing team

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 B2B & B2C C&E sales with focus on GP
- Strong digital footprint/results and clear go to market strategy
- Drive customer satisfaction scores through correct market offer/positioning
- Manage Marketing Collateral and Advertising Campaigns

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 preferred but not essential
- Highly creative with experience in identifying target audiences and devising digital and traditional 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, measurement, and the hospitality market
- Sports marketing background preferred but not essential

8. Management Approval – To be completed by document owner

Version	1	Date	
Document Owner			

9. Employee Approval – To be completed by employee

Employee Name		Date	
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