Job Description:
Digital Journey Manager

sodexo
QUALITY OF LIFE SERVICES

Function:	Food Platform UK – Service Operations
Position:	**Digital Journey Manager**
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Head of Digital UK&I
Additional reporting line to:	
Position location:	Manchester office and remote working with travel across the UK&I

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

Responsible for the end-to-end consumer digital journeys deployed by the Food Platform across the UK&I;

- Maintain and optimise the end-to-end digital journeys through research, insight and consumer behaviour to retain our digitally active consumers whilst also striving to grow to bigger consumer audiences.
- SME of the end-to-end digital journey, gain an in-depth understanding of all touchpoints within the digital journey.
- Strive to deliver a first-class digital journey through frictionless consumer journeys and product information.
- Deploy the end-to-end digital journey with segments, clients and consumers across the UK&I.
- Input into delivering Sodexo's digital strategy through deployment.
- Advocate the digital journey with stakeholders and the wider business.
- Ensure the digital journey reflects relevant and accurate content to reduce client and consumer risks and issues.
- Partner with the wider Service Operations (Food Platform, Supplier Management & IST) team to deliver initiatives that impact the digital journey and its consumers.
- Works with all segments across the UK&I to deliver segment lead initiatives that impact the digital journey and its consumers
- Advocate a digital first culture.

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	- Three different digital front-end solutions across the UK&I. - Six different segments deployed with the digital solutions. - Over 100k consumer downloads with further growth opportunity. - One Digital Journey Executive direct report.

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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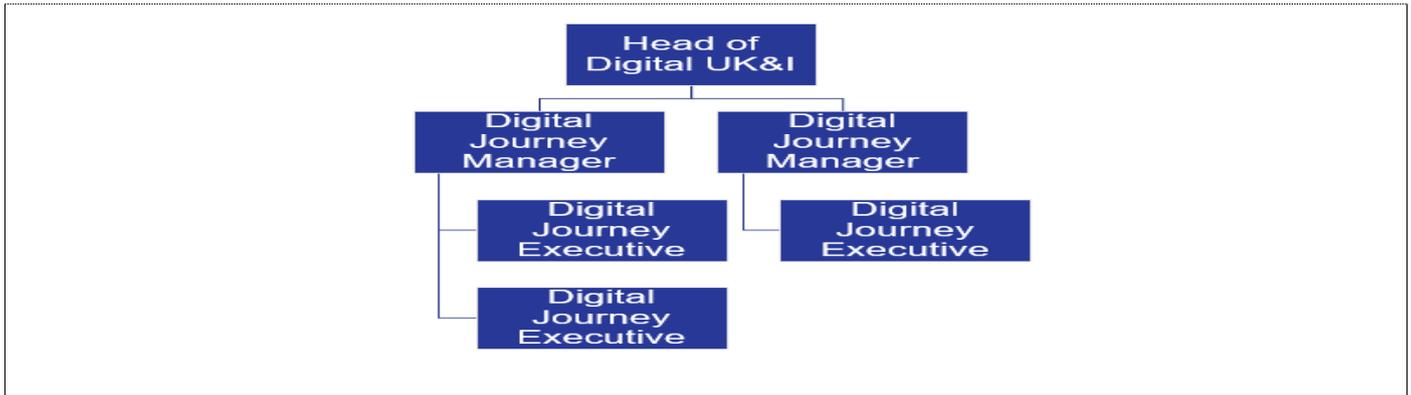
4. Context and main issues – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.

- Multi-disciplined client base across the UK requiring established strong stakeholder management to collaborate with clients on demand and trends.
- Ability to balance consumer experience with business benefit, regulation changes and financial implications, making the best possible decision for the team, consumer, client, and the business.

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

- Lead and manage a team of Digital Journey Executives ensuring they are fully engaged and achieving their full potential through relevant development and career plans.
- Identify and implement new opportunities throughout the digital consumer journeys to deliver high performing, agile customer interactions and touchpoints.
- Define and drive implementation of a holistic digitally active retention strategy to keep consumers within the Sodexo channel of choice whilst driving revenue opportunities.
- Own client and consumer behaviour within the digital channels to identify and implement new opportunities. This will include managing collections of data output and working with other teams across the business to populate and analyse data through KPIs to shape the future digital journey and UK&I strategy.
- Deliver a high-quality end to end digital journey that achieves a consistent digital and brand narrative.
- Be the expert within the business to share digital insight, making recommendations based on consumer behaviour and industry trends.
- Oversee and manage requirements discovery, solution design, user story writing, feature development and use acceptance testing.

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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.

- Execute a frictionless and successful end to end consumer digital journey to drive income and consumer engagement.
- Develop and manage the product roadmap and backlog for the digital journey ensuring all stakeholders are consulted through great working partnerships.
- Drive change and lead the organisation to a digital first culture to digitally transform all business opportunities.
- Lead and mentor peers/direct reports within the digital arena to retain talent.

7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively

- A minimum of 3 years' experience in digital product management or similar.
- Ideally, a minimum of 2 years expertise within the Food/Catering industry.
- Self sufficient in relevant CMS or content systems.
- Proven track record of delivering digital journeys that meet both business and consumer needs.
- Able to act on behalf of the consumer when making decisions.
- Strong stakeholder management, influencing skills and analytical thinking.
- Demonstrate a passion for working with an Agile mindset.
- Remain flexible and resilient to changing business, client, or consumer priorities.
- Desirable to have a digital/tech qualification and/or training.
- Flexibility to work, if needed with different time zones.

8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires

■ Innovation and Change	■ Leadership and People Management
■ Client and Consumer growth	■ Customer Experience
■ Brand Notoriety	■ Collaboration and Critical Thinking Skills

9. Management Approval – To be completed by document owner

Version	0.1	Date	21st June 2022
Document Owner			