

Function	Sports and Stadia
Position:	Marketing Manager
Job holder:	N/A
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	CSD
Additional reporting line to:	
Position location:	American Express Stadium

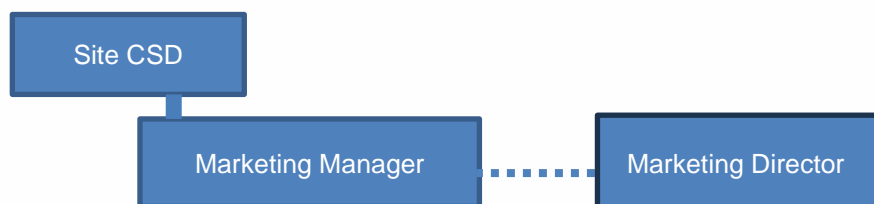
1. Purpose of the Job – State concisely the aim of the job.

- 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 sales across all service lines and improve revenue and 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.

- Characteristics
- Job is to support and drive the sales activity across all service lines. KPI's are specific to this area and would support the overall sales and marketing targets for each year for that venue. KPIs would include increase in event bookings, increase retail sales and increase brand awareness and customer satisfaction.

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.



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 localized digital strategy and collaborate with the Central 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 services across: retail, hospitality and conference and events
- 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 food and beverage retail areas including the fanzone
- Ensure that all social media feeds are effective, report on each campaign and manage the calendar of activity
- Collaborate 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

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

- Plan and execute social media campaigns
- Plan and execute e-marketing campaigns and traditional marketing campaigns
- Support seasonal offer changes across food & drink and produce POS
- Monitor competitor activity and respond to local market activity
- Report & evaluate marketing campaigns
- Collaborate with sales and operations teams with agencies and other vendor partners

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 and retail sales with focus on revenue and gross profit
- Strong digital footprint/results and clear go to market strategy
- Drive customer satisfaction scores through correct market offer/positioning

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
- 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
- Industry marketing background preferred

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	■ Digital strategy

9. Management Approval – To be completed by document owner

Version		Date	April 2021
Document Owner			

10. Employee Approval – To be completed by employee

Employee Name		Date	26/06/24
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