

Job Description

Function:	Brand and Communications
Position:	Head of Creative Services/Head of Studio (Inhouse Creative Content Hub)
Job holder:	
Date (in job since):	2021
Immediate manager (N+1 Job title and name):	PR and Campaigns Director
Additional reporting line to:	Dotted line to Digital Marketing Director (MSDC)
Position location:	310 Broadway, Salford M50 2UE/ FLEXIBLE/HYBRID

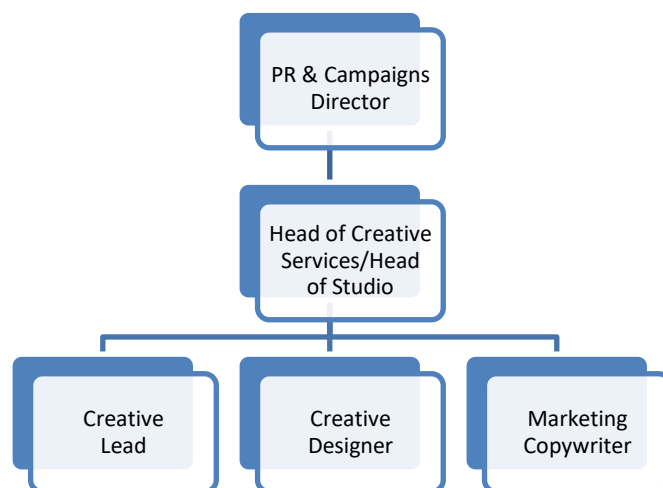
1. Purpose of the Job – State concisely the aim of the job.

- This person will play a pivotal role managing the Creative Content Hub, ensuring projects are delivered on time, on budget and on brief.
- They will work closely with the current inhouse team: Creative Lead, Designer and Marketing copywriter, in addition to a bench of freelance specialists to deliver high quality creative work that meets commercial objectives
- They will also support the development of an agency PSL for projects that cannot be delivered by the inhouse team or freelance bench
- This role will be split 50:50 between facilitating:
 - Digital marketing activity supporting the MSDC with lead generation
 - Regional brand activity
- Day to day, this person will lead client engagement as well as financial, planning and administrative tasks for Content Hub.
- They will champion collaboration – liaising with internal clients (including MSDC), group marketing and the wider Brand and Comms team on overall content planning/ scheduling
- They will vitally enable Content Hub to build its profile and reputation within the business, driving growth and therefore cost efficiencies for the business as a whole.
- They will provide expert project management of creative projects, including consulting on briefs, overseeing budgets, reporting and supplier management
- They will work towards building a broader network of varied and skilled creative suppliers.
- They will ensure the content hub remains financially viable

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.

Financial: Project budgets (as agreed)
Staff: Creative lead, Designer, Marketing Copywriter (Freelance bench management)
Other: Responsible for managing effective relationships with internal stakeholders and external creative resource

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.

- Current small inhouse creative content team on a growth trajectory – pace and volume of work
- Requirement to encourage key stakeholders and project leads to utilise inhouse resource (as opposed to going straight out to external agencies)
- Movement within the business towards a more integrated approach to working across marketing, sales, comms and content – content will play a key role in this approach
- Breadth and complexity of stakeholder management
- Split responsibilities between Brand and Comms / Digital Marketing (MSDC)
- Financial targets for internal re-charging
- Financial management and resolution (supported by corporate finance team)

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

Project management and smooth running of Content Hub

- Manage multiple projects, tracking and reporting on status to internal clients including *ad hoc* requests
- Diary management and work scheduling for content team
- Assurance that workload is being evenly split between digital marketing and regional brand activity (as team resource balance in terms of CR vs non-CR dictates)
- Support and eventual ownership of schedule (using 'Welcome' – training on this system will be provided)
- Resourcing and management regarding external resource (freelancers and agencies)
- Ensuring creatives have right info and assets at the right time to complete their tasks includes interrogating incoming briefs
- Ensuring the right jobs are being done by the right people
- Production paperwork (for shoots) e.g. RAs, permissions etc
- Client management including expectation management (internal clients)
- Client feedback tracking and reconciliation
- Analytics reporting and continuous improvement
- POC for MSDC project manager
- Liaise with in-house Print Production Manager to help with management of print requirements
- Run Sodexo Shop

Broader Brand & Comms team support

- Manage and work with colleagues to update the tracker on behalf of the UK&I Brand and Communications team
- Support the PR & Campaigns Director with the move across to increasingly using and advocating for the use of the Welcome platform to track and deliver campaigns
- Monitor and update the global editorial calendar and flag opportunities and potential conflicts

Financial management for the content hub

- Management of the income tracking spreadsheet / pipeline
- Management of all studio costs and monthly budgets
- Management of other team costs, as required
- Provide support costing up jobs
- Ensure invoices are processed in a timely manner
- Regular liaison with the finance department
- Swift reporting through the appropriate channels on any financial issues e.g. projects exceeding budgets, pipeline slowdown etc
- Ensuring that income meets or exceeds level required for cost recovery on relevant roles but still represents cost savings against agency use (although agencies will still be used where appropriate)
- Provide early indication of insufficient or excessive funds related to cost recovery needs and provide recommendation of action to be taken (e.g. where funds are notably in excess and resource spread thin, make business case for hiring additional CR resource)
- This role will be working with the support of a financial team but will be ultimately responsible for modelling/anticipating pipeline and resource, as well as regular monthly financial reporting

Supporting growth of the content hub

- Work pipeline development and support
- 'Shopfront' maintenance
- Lead editorial committee in team/ region
- Manage and continue to build/refresh a bench of freelance and agency support
- Work with resourcing to develop talent pool of creatives to dip into to join the team on cost recovery FTCs when growth is possible
- Foster a collaborative and welcoming environment

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.

- Content Hub projects delivered on time, on budget and on brief resulting in positive internal client feedback and increased 'first port of call' usage
- Content team 'Shopfront' to attract a healthy pipeline of commissions
- Workflow efficiency improved and volume of creative work handled meets thresholds
- Financial management and reports to ensure targets are met and clients have financial visibility
- Responsibility for the regional editorial committee and regional team tracking of campaigns – providing advance visibility of campaigns/ timings/ audiences/ potential clashes

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

Skills

Essential

- Highly efficient and organized multitasker with keen attention to detail

- Ability to work autonomously with an entrepreneurial zeal to put the Creative Content Hub firmly on a growth trajectory
- Evidence of strong project management and financial management skills
- Target, detail and solution-oriented, enthusiastic and ambitious
- Effective communicator, approachable individual with good client management and negotiation skills
- An understanding of the production/creative/digital marketing content process
- Recent experience in a similar or comparable role
- Excellent communications skills
- Confident, calm and reassuring presence, unfazed by tight deadlines and conflicting priorities
- Able to think on your feet

Desirable

- Experience of working in a creative, digital marketing, PR or communications agency or in-house environment
- Experience supporting either a new business start-up or an organization with growth aspirations

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

▪ Resilient	▪ Communicates effectively
▪ Optimises work processes	▪ Manages ambiguity