**Job description**

Draft. Version: 27-03-2014

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| Function: | Brand & Communications |
| Position:  | Communications Manager (Content) |
| Immediate manager (N+1 Job title and name): | Employee & Change Communications Director |
| Position location: | 310 Broadway, Salford, M50 2UE |
| 1. Purpose of the Job – State concisely the aim of the job.  |
| * The main purpose of the Communications Manager (Content) is to be the champion of internal content for the region. Ensuring that content is compelling, exciting, and engaging – fit for purpose on the channel it is deployed through
* To develop an engaging content strategy for internal channels, ensuring positive social value underpins all messaging
* To plan and deliver internal communications campaigns to support business objectives and the region strategy
* To oversee the production and timely delivery of content for internal channels, and external content where people related
* To create champions and advocates around the business to ensure a consistent flow of content which is representative of Sodexo UK & Ireland (incl. diversity networks, segments, CR teams, etc)
* To manage day-to-day supplier relationships, creative processes (whether in-house or via agency) and key internal stakeholders
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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. |
| Financial:Staff:Other: | NilNo direct reportsNil |
| 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. |
| * Multiple channels, including a mobile app, which are content rich
* Lack of engagement with frontline colleagues as part of BAU comms
* Small internal communications team supporting a wide range of UK and Ireland business activities related to the Sodexo UK & Ireland region
* Ensure all content is compatible and relevant to available channels
* Ensure all content is accessible for those with disabilities or impairments
* Leverage internal people-related content for external use to support our reputation in the recruitment market; helping to position Sodexo as an employer of choice in the UK and Ireland
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| **Content planning and strategy*** Designing a robust content and editorial plan ensuring content is maximised across regional channels
* Managing the flow and distinction between regional and segment content, leveraging items in the right way and deploying to the correct audiences
* Creating positive ways of working with segments to minimise duplication of messages
* Developing the relevant governance / editorial process around the publication of content via all channels to ensure content is verified and meets required standards

**Content deployment*** Planning and copywriting / editing news articles for all internal channels
* Creating compelling video and visual content to drive adoption and engagement
* Review and publication of communications content on internal and external channels via relevant Content Management Systems (CMS)
* Collaborate with internal stakeholders to plan, deliver and evaluate employee communications campaigns in support of business activities, and in line with storytelling themes
* Plan, develop and deliver content – based on skills – in support of campaigns, including photo, video, design and illustrations in conjunction with the Creative Lead and Content Hub
* Liaise with the wider Brand & Communications team and internal departments to plan, write, edit and distribute the weekly company e-newsletter working with the Employee & Change Communications Manager to balance editorial duties
* Lead on the content strategy for events run by the Brand & Communications team
* Other duties as reasonably requested by the line manager
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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. |
| * Timely development and publication of quality content on a weekly basis
* Regional content champion – partnering with segments and transversal functions to generate content, gathering stories and encouraging the growth of user generated content
* Planning, development, delivery and evaluation (monitoring and measurement) of impactful content and communications campaigns, with a quarterly review of outputs
* Advising on areas for content growth and improvement based on evidenced impact and effectiveness
* Editorial responsibilities for all channels
* Punctual delivery of content for all channels
* Ensure effective working relationship with partner agencies, suppliers, and internal stakeholders
* Provide effective support to Brand & Communications team to enable service delivery
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| **Skills**Essential * At least three years’ experience working for a large / complex organization in a corporate communication or similar function role
* Excellent writing and editing skills
* Editorial and planning skills; highly organised
* Excellent stakeholder management skills
* Excellent project management and planning skills
* Experience using a variety of content management systems
* Attention to detail
* General media awareness
* Confident, friendly, enthusiastic
* Good telephone manner
* Able to interface with different levels of employees
* Computer skills, including Word, Excel, PowerPoint, producing PDFs, Outlook

**Desirable** * Graduate desirable
* Skills in one or more Adobe application (InDesign, Photoshop, Illustrator, Premiere Pro, etc)
* PR or communications qualification desirable
* Membership of professional body (e.g. CIPR, IOIC) at minimum Associate level
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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
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| * Resourcefulness
 | * Collaborates
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| * Cultivates innovation
 | * Ensures accountability
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| * Being resilient
 | * Communicates effectively
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| * Persuades
 | * Decision quality
 |
| * Courage
 | * Drives results
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| * Optimizes work processes
 | * Nimble learning
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