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Senior Website Manager UK&I

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| Function: | Brand & Communications  |
| Position:  | Senior Website Manager UK&I  |
| Job holder: | n/a – new role  |
| Date (in job since): | n/a – new role  |
| Immediate manager (N+1 Job title and name): | PR & Campaigns Director |
| Additional reporting line to: | Brand & Comms Director / Employee & Change Comms Director |
| Position location: | Salford and home working (flexible)  |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * Holistic management of the Sodexo UK and IOI websites – responsible for overarching quality and performance across the entirety of both websites
* To be the single point of contact for the websites in UK&I
* Continuous improvement of the websites, constantly assessing how user journey, user experience, content and SEO can be refined to improve commercial performance delivering on a variety of business objectives
* Senior stakeholder management
* Problem-solving and strategic thinking
* Ongoing responsibility for content management ensuring content is fresh, accessible, searchable, intuitive and timely
* Role will lead and own strategy and delivery of core internal communication channels
* Tracking and reporting performance providing value-adding analysis and insights.
* Subject matter expert, providing ongoing updates on best practice, trends and competitor/industry leader website activity/developments
* Understand and act on knowledge of the wider digital space e.g. SEO and channel-driven traffic
* Use both creative and technical expertise to ensure website and internal communications channels attract, capture and inspire audiences.
* Troubleshoot technical errors.
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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. |
| FinancialStaffOther | **Staff:** This role currently does not have line management responsibilities.**Staff:** This role will be responsible for providing training to upskill editors and team members across Sodexo**Financial:** This role will not have budget management responsibilities. **Financial:** This role will be responsible for ensuring necessary licenses are held and that cost changes are reported to line manager at earliest opportunity.  |

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| 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. |
| * Large, complex business structure with multiple stakeholders
* Close collaboration with Group Digital Marketing and segment marketing directors to ensure a thorough understanding of the lead generation objectives, how these are supported through the website and how these can be complementary to other website objectives.
* At the time of writing, the website is due to be migrated into a new CMS to an April 2024 deadline – this role will be responsible for project management and delivery for both the UK and IOI websites to the new CMS.
* It is necessary to ensure the website complies with Group templates, standards and policies.
* All content on the website must be accessible for those with disabilities or impairments.
* Challenge of limited IS&T resource and time-consuming project management process.
* Necessity to work within a number of different sets of brand guidelines for different parts of the business and sub-brands, while ensuring a logical and smooth user experience
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| **UK and IOI websites – holistic management** * To be the single point of contact for the websites
* Overarching responsibility for ensuring quality content, performance, UX and reporting across the whole website is optimal – continuously reviewing, testing and improving – knowing the website inside and out
* Oversee the site structure
* Working with Group Digital Marketing website lead who will be the conduit to the marketing directors of each segment ensuring their respective sections of the website contain the correct content
* Ensuring a smooth transition to the new CMS while exploring all opportunities to use the new CMS to improve performance on an ongoing basis
* To apply fresh thinking to the website content – acting as a critical friend to stakeholders to ensure that while they get what they want on the website, this is not to the detriment of its performance or UX, and does not contravene Group guidelines
* Work with senior stakeholders to manage expectations and guide them through complex decisions
* Work closely with Content Hub to ensure the right content is being produced for the website and that new, innovative options are being considered and explored
* Ensure that the website delivers on various objectives including business growth, talent attraction and bringing to life our differentiators
* The website operates in zones – this role will be responsible for developing better connectivity between the zones to make the website feel more harmonious and improve the user journey
* Ensure content is well-indexed in Google
* Develop an editorial process specifically for the websites, ensuring ongoing engagement with all stakeholders/representatives and regularly refreshed content

**Core internal channels management** * Channel management and development of email (Poppulo), Poppulo Harmony app, Sodexo\_Net, support for Reward Hub; data monitoring performance (DMP) systems in line with other internal stakeholders.
* To own and manage the data processing for internal channels, working with HR to ensure data is up to date and accurate.
* Edit, publish and manage online content across our intranet and websites using the CMS system, Jahia
* Support Group-led initiatives involving channel/ digital workspace initiatives
* To manage the UK & Ireland editor community, ensuring appropriate training and support is in place for all editors.

**Continuous improvement**  * Stay up to date with relevant news, trends and developments to be in a position to recommend improvements, new approaches and techniques, while remaining within the guidance from Group
* Participating in regional and global editorial committees to stay on top of Regional and Group plans and understand where new initiatives can be introduced/contributed to in region

**Reporting and administration:*** Organise and lead bi-weekly calls with those accountable for each section of the website (per the RACI)
* Set ambitious KPIs for the channels and report monthly on performance against these on a regular basis – sometimes *ad hoc* reporting will also be required
* Reporting should include value-adding analysis and insights enabling us to make intelligent choices for ongoing builds/changes based on data
* Understand what good looks like in the wider corporate world and that we are working towards widely accepted benchmarks, rathe than just aiming to improve on our own previous performance
* Support business continuity by ensuring all platforms are accessible by other appropriate parties and that workload is efficiently handed over during absences
* Work closely with other members of the team to produce consolidated reporting on campaigns and other integrated activity.

**Security and business continuity** * Ensure site security and understand role and activation with Business Continuity and crisis management plans.
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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. |
| * A website and internal channels that are fresh, easy to navigate, engaging, informative, on-brand, up to date and look great
* A website that delivers on key objectives for all stakeholders and meets all KPIs
* Best in class, optimised ‘voice of the employee’ internal channels that meet all KPIs
* Quality reporting with insightful analysis that enables us to make intelligent data driven decisions for the future
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * Track record of corporate website leadership as single or first point of contact
* Website subject matter expert
* Previous and recent demonstrable experience in a similar corporate role managing at an equivalent scale
* Able to demonstrate leadership in use of content management and digital asset management systems, with varied experience and able to intuitively adapt to new systems or tech stacks.
* Excellent stakeholder management skills, honed in a large and/or complex environment
* Able to align and deliver on multiple objectives
* Enthusiastic, full of ideas and equipped to drive continuous improvement
* While this is not a line management role, influential leadership and project management skills are essential as this person will be expected to be confident to take charge at times
* Analytical and curious
* An eye for detail
* Strong communication, writing and language skills.
* Well organised, reliable and thorough.
* An enthusiastic, upbeat, positive force for good in the team
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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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| * Manages ambiguity
 | * Innovation
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| * Collaborates
 | * Communicates effectively
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| * Accountability
 | * Business insight
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| * Drives results
 | * Optimises work processes
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