



Job Description: Sodexo Live!

Function:	Sodexo Live!
Position:	Digital Marketing Executive
Job holder:	
Date (in job since):	September 2023
Immediate manager (N+1 Job title and name):	Head of Digital
Additional reporting line to:	Senior Digital Marketing Manager
Position location:	No Fixed Location

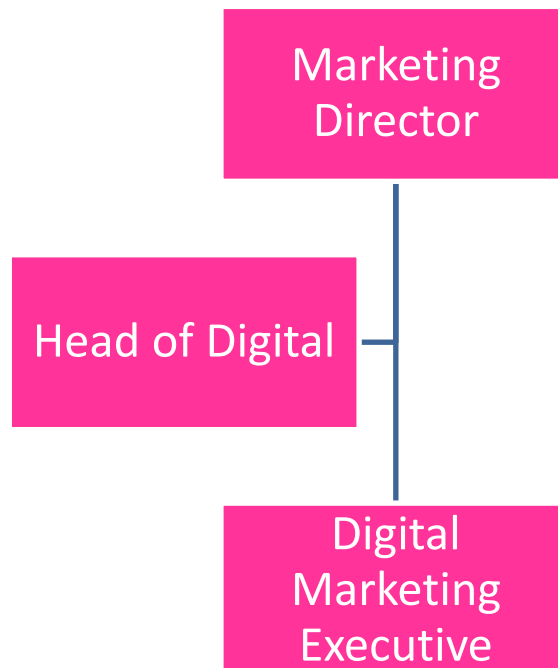
1. Purpose of the Job – State concisely the aim of the job.

- Support the Head of Digital with delivering the Digital Strategy for Sodexo Live! including onboarding new tools required to automate marketing efficiency and integration with wider digital priorities.
- Work with IT and compliance departments to support the management of compliance and legal requirements for all Sodexo Live! websites.
- Support with managing the digital marketing and web agencies, becoming primary day to day for external agencies, managing retainers and workflow.
- Support the whole Sodexo Live! marketing team with technical support including reporting, campaign tracking, email marketing, email automation, website maintenance and CMS management.
- Support with project management of key projects from small upgrades to full website development projects.
- Support with budget management.

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.

- The Digital Marketing Executive job is to support and drive sales activity through the digital ecosystem. Ensuring that the UX, functionality and integration into our websites create the best user journeys.
- Responsible with agency partners for delivering monthly reporting to ensure we are meeting KPIs set by the business.

3. Organization chart – Indicate schematically the position of the job within the organization. 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.

- Manage and maintain the administration of all websites content.
- GDPR compliance, working with data officer to ensure all brand websites and marketing is GDPR compliant with the correct privacy policies and cookie consent.



- Support with improving digital tracking and reporting for all key websites using Google Analytics/GA4, Google Data Looker Studio
- Interface with external SEO, digital and content providers to drive site optimisation, ranking and social media/digital campaigns and become day to day contact for agency partners.
- Interface with the rest of the marketing team to ensure all digital requirements are being met and upheld as part of all campaign delivery.

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

- Support with and project managing key campaigns internally and via agencies and support with website refresh and rebuild projects.
- Work with external agencies to support all digital marketing activities including SEO/SEM, email marketing and social media across the Sodexo Live! brands and venues
- Measure and report on performance of all digital marketing campaigns and asses against KPIs
- Collaborate with internal teams to create landing pages, content and optimise user experience across our websites
- Utilise strong analytical ability to evaluate end to end customer experience across multiple channels and customer touchpoints
- Bring strong ecommerce experience to help improve performance of websites such as Heritage Portfolio.
- Strong analytical skills and experience with conversion tracking.
- Evaluate emerging technologies and become a pillar of digital knowledge within the marketing team
- Support the Head of Digital in implementing processes that enhance digital operations and team efficiency.

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 traffic, engagement and conversion for all websites YOY
- Increase efficiencies in digital marketing activity YOY
- Increase active members of database YOY
- KPIS set across each channel/brand

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

- Proven working experience in Digital Marketing and/or Ecommerce roles
- Solid knowledge in website analytics tools and with reporting using Google Search Console, Google Data Looker Studio, Google Tag Manager and Power BI. Able to deliver actionable insights.
- Solid project management skills
- Knowledge of integrating websites with different digital products
- Solid knowledge of Content Management Systems (Drupal & Wordpress)
- Working knowledge of social media channels (Organic & Paid) and Google AdWords campaigns
- Working knowledge of Email Marketing and Automation (Pardot & Marketing Cloud)
- Working knowledge of HTML, CSS and JavaScript development and constraints
- Strong analytical and data-driven thinking
- Up to date with the latest trends and best practices in online marketing and measurement
- Experience in stakeholder management and client relationships.
- Experience applying AI tools and techniques within digital marketing workflows.

8. Management Approval – To be completed by document owner

Version	1	Date	
Document Owner			

9. Employee Approval – To be completed by employee

Employee Name		Date	