

Job Description: Supersite Marketing Manager



Function	Sodexo Live!
Position:	North West Marketing Manager
Job holder:	N/A
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	North West Catering Services Director
Additional reporting line to:	Dotted line to Marketing Director
Position location:	Site based – Blackburn Rovers, Preston North End & Wigan Athletic/ Warriors.

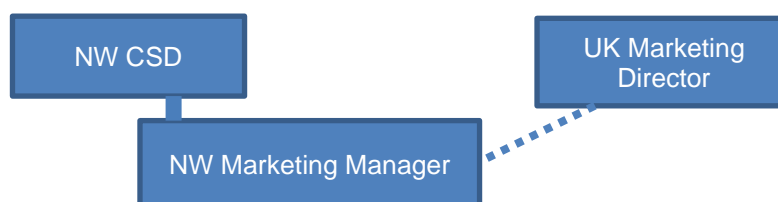
1. Purpose of the Job – State concisely the aim of the job.

- Deliver and co-ordinate 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
- Work closely with digital marketing and sales team on campaigns supporting lead generation, social media, content and website
- Deliver data driven analysis and produce venue specific reporting

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
- The role will require you to work with many different and multiple projects simultaneously adhering to deadlines
- You will need to understand C&E and retail delivery and work closely with the sales, culinary and operation teams on site, as well as central teams to advise on seasonal packages & offer improvement across both food and drink
- This role covers 3 sites and a sports bar

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

- Working with club onsite marketing teams and attending monthly venue partner meeting
- Responsible for creating and updating venue specific marketing assets
- Write and design copy for content, e-comms, and other marketing initiatives
- Plan and execute e-marketing campaigns and traditional marketing campaigns
- Ensure that all social media feeds are effective, report on each campaign and manage the calendar of activity
- Support seasonal offer changes across food & drink and produce POS
- Report on and evaluate marketing campaigns
- Understand the local market to effectively target customers and demonstrate an awareness of competitor's activity and address immediately with tactical promotions / plans
- Drive localised digital strategy and collaborate with the Central Digital 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 products
- Have an expert knowledge on GDPR to ensure compliance with data management

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 GP
- Support venue teams to deliver against their sales objectives
- Ensure all collateral and information is on brand, current and effective

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 including social media, measurement, data management and the C&E and hospitality market
- Have an expert knowledge on GDPR to ensure compliance with data management
- Brand offer development experience
- Attention to detail and high levels of accuracy
- Ability to work well with a variety of stakeholders

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	June 2024
Document Owner			

10. Employee Approval – To be completed by employee

Employee Name		Date	
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