##### Who are we?

We are 420,000 people touching the lives of 100 million consumers on a daily basis. From dietitians, healthcare workers and receptionists to electricians, senior care providers and cooks, we seek to make every day a better day. Working in our more than 100 professions, **we share a passion for serving others.**

We offer our clients services that make life better for their employees and consumers. Our teams make the places where people work more comfortable and friendly. Our chefs add flavor at mealtimes. Our specialists keep hospital rooms spotless to help patients heal. Our solutions make it easier to manage business expenses. **We work to improve quality of life**, helping people to be more satisfied and productive. By contributing to individual well-being, we help clients enhance the performance of their organizations.

sODEXO BY THE NUMBERS

|  |  |  |
| --- | --- | --- |
| **19.3** |  | **93.50%** |
| billion euro in consolidated revenues |  | Sodexo client retention rate |
| **420,000** |  | **40%** |
| employees worldwide |  | Portion of On-site Services revenues generated through facilities management services |
| **64** |  | **50%** |
| countries |  | Objective for reduction in Sodexo’s global food waste by 2025 |
| **100** |  | **- 34%** |
| million consumers served daily |  | Objective for reducing Sodexo’s greenhouse gas emissions by 2025 |
| **1.3** |  | **11.10%** |
| million affiliated merchants |  | Lost Time Injury Rate (LTIR) reduction |
| **#1** |  | **11** |
| France-based private employer worldwide |  | Consecutive years in which Sodexo has been listed by DiversityInc as a Top Company for Diversity |
| **80.10%** |  | **8.8** |
| Employee engagement rate |  | Average hours of training provided annually per employee (excluding Germany) |
| **#1** |  | **92.20%** |
| in its industry sector in both the Dow Jones Sustainability Index (DJSI) and the 2020 SAM Sustainability Yearbook |  | of North America client sites implementing actions that proactively address Sodexo’s 10 Golden Rules of Nutrition, Health and Wellness. |
| **4.4 billion** |  | **87.50%** |
| Amount in euros of our business value benefiting SMEs |  | of Sodexo client sites implement equipment and process steps to reduce their organic waste (2018) |
| **98.30%** |  |  |
| of Group revenues from countries employing environmental experts |  |  |

##### Our Mission

Improve the quality of life of our employees and those we serve, and contribute to the economic, social and environmental development of the communities, regions and countries in which we operate.

##### Our Values

#### The commitment and dedication of Sodexo employees reflects the company’s shared values: Service Spirit, Team Spirit and Spirit of Progress.

#### We bring these values to life through specific managerial behaviours.

#### Service Spirit

* Clients and consumers are at the centre of everything we do.
* To serve them well on a daily basis, we have to demonstrate our availability and responsiveness, to anticipate their expectations and to take pride in satisfying them.
* Sodexo has become a global company but we remain locally-focused; our managers in the field are true entrepreneurs, close to their clients and empowered to make decisions.

#### Team Spirit

* It is an absolute need in all of our operations, our business units and administrative offices, as well as in our management committees.
* Each person’s skills combine with other team members’ knowledge to help ensure Sodexo’s success.
* Teamwork depends on the following: listening, transparency, respect for others, diversity, solidarity in implementing major decisions, respect for rules and mutual support, particularly in difficult times.

#### Spirit of progress

* It is manifested through:
* Our will, but also the firm belief that one can always improve on the present situation.
* Acceptance of evaluation and comparison of one’s performance, with one’s colleagues in the company or with one’s competitors.
* Self-assessment, because understanding one’s successes as well as one’s failures is fundamental to continuous improvement.
* A balance between ambition and humility.
* Optimism, the belief that for every problem there is a solution, an innovation or some way to progress.

##### Social Impact

Doing business in a good way has been part of Sodexo’s corporate values for more than 50 years. We know our business touches millions of people every year and we want each and every impact to be positive. From how a person is greeted and where we source our food, to how we reduce our carbon footprint and support communities in times of crisis, we aim to make a tangible difference to people's lives and increase our social value.

#### Food with a conscience

Food choices matter. They matter for our health, the environment and for the women and men who work hard to get it to our plates. Our chefs and supply experts ensure that the food we serve is nourishing, responsibly sourced and of great quality.

#### Climate change

We design sustainable solutions which help us, and our clients, to achieve our sustainability goals. As a service provider, we want to promote local development, source responsibly, reduce carbon emissions and to encourage our customers to make healthy lifestyle choices.

#### Inclusion

We employ locally and we serve locally. From the highlands of Scotland, to a school in your local suburbs, our employees are also your neighbours. It's natural for us to work together solving local challenges, creating equal opportunities and contributing to economic development.

#### Our commitments

At Sodexo we are commited to delivering services that achieve value, better outcomes and improve quality of life. View our [Our Social Value Impact Report](https://uk.sodexo.com/positive-impact/our-commitments/public-service-pledge.html)

[Social Value - Social Impact Pledge - Sean Hayley](https://www.youtube.com/watch?v=6dRd0fpFeMI&feature=youtu.be)

[Social value at Sodexo - People - Andrew Wilkinson](https://www.youtube.com/watch?v=UeUoBdAYfiU)

[Social value - Planet - Simon Mussett](https://www.youtube.com/watch?v=feO-6_D2AcI&feature=youtu.be)

[Social value - Places - Julie Ennis](https://www.youtube.com/watch?v=Z7bnBhhB--g)

[Social value - Partners - Patrick Forbes](https://www.youtube.com/watch?v=A_1SF1sTzb8)

##### Our Awards

View a list of our [Awards and Achievements](https://uk.sodexo.com/about-us/awards)

##### O**ur Segments**

Service Operations

Service Operations

This position sits within Service Operations.

Service Operations is committed to supporting segment teams with world-class expertise to bring the best of Sodexo to all our clients and consumers.

We collaborate with segment teams to support the growth of the business through an understanding of their needs, challenges and opportunities. We provide bid support and develop processes and ready-to-use solutions for improving their services to clients.

There are fantastic things happening in Sodexo every day. Service Operations draws together best practices, expertise and knowledge with the aim of helping sites improve their performance in the food and FM services they deliver, through new services, better processes, contract optimization and innovation.



##### FOOD PLATFORM

* The Food Platform’s mission is to lead the development and management of our services and brands on behalf of the organisation, underpinned by best-in-class systems.
* The Head of Digital will be responsible for the management and future development of our consumer facing applications to improve consumer engagement and develop new revenue streams.

##### Additional Insight

* [Sodexo supporting Healthcare employees during COVID-19](https://www.youtube.com/watch?v=TtePgEe0qN4&feature=youtu.be)
* [Vital Spaces](https://www.youtube.com/watch?v=mT_-IOkEhfo&feature=youtu.be)
* [Sodexo on the Frontline - COVID19](https://www.youtube.com/watch?v=_n9NSZfahZA)
* [Sodexo’s story through the pandemic](https://www.youtube.com/watch?v=yb1ivf800Ss)

##### Role Profile

The Head of Digital Product (Mobile Apps) is fundamental to the achievement of Service Operations vision, mission and ambition of design, build and management of services and systems through:

* Product owner for all B2C platforms that are centrally supported. This includes the development, management and reporting of multiple systems across the business including Bite, Retail Ranger, Dynamify/TwelvePay, and MyWay. Will also provide consultancy as the SME and guidance to segment management platforms such as Bluerunner.
* Owns the design and development of new and innovative digital consumer journeys that improve the customer experience and drives an increase in retail sales as well as optimisation of operational efficiency
* Act as the regional SME in Digital Product (Mobile Apps) to share best practise to other regions and inform the Global digital strategy to ensure it is effective and appropriate for the UK&I region.
* Provides digital experience leadership to the organisation on digital properties to create consumer engagement campaigns, and build retail channel platforms (social, web, screen, loyalty, payment etc), that are regionally sensitised and drive both ROI and Comparable unit sales growth
* Designs and rapidly evolves Sodexo’s Regional Omni-Channel Retail Digital framework, in line with Segment Marketing and consumer needs.
* Regional Professional Family: Form a Regional Professional Family for the process and services across operating businesses in UK&I, providing the ability to connect to all sites that need to benefit from the digital services/ process; working with Regional SO Head to set the approach to do this that will be effective in Region. Manage regular engagement to; provide the regionalised processes/ services, to share best practices, to agree the deployment approach, to receive feedback, and drive improvement. Develop the professional knowledge of the Professional Family attendees. Document the Regional Professional Family approach in an up-to-date Terms of Reference
* Plays a key role to ensure that Consumer Facing Data in systems such as Drive (food management system) aligns with our Consumer Facing Digital ensuring this is optimised against selling principles.
* Drives, supports and challenges Omni-Channel Retail capabilities regionally and in line with segmented consumer needs– creating assets, tools, resources and training to accelerate skill sets throughout organisational hierarchy.
* Informs and champions global POS technology strategy and focuses on ensuring Sodexo is able to leverage technology to support the Consumer Experience and harness data to improve Sodexo competitiveness.
* Manages & Develops Print Production and Quality and manages third party marketing agencies to ensure a clear ROI.
* Identifies and harnesses innovative ways to integrate consumer voice/insight into design processes across both physical and digital development.
* Directs and leads cross discipline (onsite & online) development sub-teams when appropriate in the creation of new content driven Retail experiences.
* Works to establish Regional strategy & roadmap for both physical and digital consumer experience integration with technology & POS systems to deliver against Global Consumer Retail Experience to differentiate Sodexo
* The mission is fully aligned with Service Operations priorities and Food Performance Drivers

### DIMENSIONS

The Head of Digital Product (Mobile Apps) will engineer the new foundation for robust and effective Retail Experiences within the region/globally to drive sustainable and profitable growth:

* Sodexo’s segments across UK&I
* Ensures all User Guides and Standard Operating Procedures are in place for each platform (Bite/Dynamify) ensuring that this is fully understood by operators
* Fully supports Sodexo’s Food Transformation Board as an SME
* Contribute to Quality improvement in Retail Development & Execution
* Ensure there is a clear technical development plan for each Consumer Facing App
* Ensure acceleration of Retail Performance and contribution to Quality of Life
* Accelerate Sodexo ability to bring innovation to market in a timely manner
* Spread’s consumer awareness of Sodexo and contributes to successful bids
* The role will work closely the Global VP of Retail and Service Development – Tim Ripley
* Support the production of SOP/operational Policies & Procedure
* Develop and Produce point of sale. Produce robust promotional plans
* Work will be achieved through leading and collaborating with Senior multi-disciplinary teams including Global Food Platform, Service Design Team Marketing, Operations, Supply Chain & FM Platform

### prIORITIES AND MAIN ASSIGNMENTS

1. **Strategy**

* Mission: Document and agree the mission, objectives and KPIs for your process with the relevant stakeholders, taking inputs from the global BPO and the Regional Roadmap
* Engagement: Engage across a complex matrix organisation to communicate, support and monitor progress of the deployment of the process/ service
* Expert Network: Use your expertise to engage in the design and build process to create the necessary outputs needed for your process or service
* Develop an Omni-Channel Retail Digital Framework that supports Regional capabilities, ambition and flexes to individual Segment consumer types
* Establish Robust Market insight informing development of retail categories and leading-edge services
* Drives continuous assessment of current Retail Engagement & Experience capabilities regionally, identifying development needs
* Provide strategic recommendations on how to further engage the consumer through developing segmentation and thorough understanding of the omni-channel customer
* Prioritises and determines effective routes to market for an Omni-Channel Retail promotion and Digital approach by Segment/Region

1. **Consumer Engagement & Experience Development**

* Conceptualizes innovative marketing programs focused specifically on consumer acquisition, conversion into higher spend, and retention through a balance of keen analytics, subject matter expertise and creativity.
* Leads the development of Sodexo Loyalty & Digital Wallet integrated solutions
* Works closely with Segment Marketing to optimise Consumer engagement & experience digital design
* Ensure digital programs are consumer centric, and maximize effectiveness for profitable growth
* Define requirements for Segments & Regions for effective use of an omni-channel strategy and infrastructure required, leveraging global scale to accelerate local market adoption
* Perform strategic analysis on marketing-related campaigns reporting to drive ROI on retail consumer experience design and implementation.
* Drives the development strategy of Omni- Channel (Onsite & Digital) Content approaches and works with Regions to establish activation (B2C and B2O)
* Provide tools and best practices to enhance experience design & execution, compliance and commercial performance for global approaches

1. **Retail POS Systems & Technology**

* Supports the development of Sodexo’s global POS & Payment system strategy
* Aligns Retail technology POS & Payment systems to support omni-channel consumer retail experience strategy
* Aligns Retail technology POS & Payment systems to support delivery of IFMP
* Stays abreast of current trends/technologies in retail/consumer space and be aware of retail initiatives from other best in class retailers and technology companies globally
* Provides technical consultancy to Service Operation stakeholders
* Supports the development & implementation of Retail Pricing Strategy with requisite support & training tools to optimize average unit volumes and transaction values

1. **Innovative & Prototyping**

* Develop capabilities (build, buy or borrow)
* Develop expertise (methods and processes)
* Stays abreast of technological or platform development potentially usable in supporting Retail experience objectives and test
* Leverages digital data to support Retail Experience development and evaluate applications

1. **Co-ordination**

* Regional IS&T
* Region Food Platform leadership and teams
* Third Party agencies – creative and design
* Other Regional Food Platform teams, to assure full alignment
* Global/regional Segment Marketing teams, to assure full understanding of Segment needs

### ACCOUNTABILITES

* Develop a regional framework for omni-channel retail design, with requisite flexibility to align to individual segment consumer typologies and Sodexo retail market growth ambitions
* Defined approach to acquiring, retaining and driving retail spend through digital engagement platforms (Loyalty, Wallet, Payment etc), with the ability to scale cross-regionally effectively and expediently
* Established go to market approach for Sodexo POS & Payment systems, aligned with IFMP approach
* Support the design team in the production of support collateral
* Manage the agency budget to maximise quality of creative design and operational support
* Delivery of harmonised & differentiated omni-channel retail experience across digital and physical realms, and through Consumers and Operator applications
* Establish agility and scalability in approach and applications and that progressively brings accelerated innovation to consumers and operators
* Acts as Voice for Food Platform to Global Digital Team

### context and CHALLENGES

* Design, test and build all B2C digital platforms with the supporting tools so operational teams can deploy at scale. This includes the change management approach required to instil a digital first mindset within the organisation that makes it easy for our operational teams to self-serve when it comes to deployment.
* Design, test and build the consumer engagement campaigns across our digital platforms that has a clear consumer acquisition strategy that entices consumers to continuously use our platforms to transact.
* Play an integral role in the successful implementation of the Global Food Platform strategy and work as part of the Retail / Service Development Professional Family.
* This will require an ability to:
  + Establish strong, effective and collaborative relationships with Segments, Design Team, Supply Management, Group Client & Consumer Insights, Global Market Segments (Marketing, Operations), SO Research & Development and SO Finance
  + Drive change and lead the organization towards a new way of working, leveraging in-Region expertise, in tight coordination with service core teams and global expert networks

### Person Specification

#### Key Skills

* Proven record of professional experience, ideally within Mobile and Omni-Channel Marketing, Service/Payment Product Development, Retail Operations with International Reach
* Advanced level of technical 'digital' capabilities, with the ability to manage a mobile app life cycle end-to-end
* High level of knowledge across all Digital Marketing products (SEO, PPC, Social, Email, Content, Analytics), with particular focus on Mobile Apps
* Knowledge of retail industry advantageous, particularly the food industry, with the capability to understand road maps and system architecture
* Excellent communicator with the ability to convey complex processes and systems to a non-technical audience
* Strong presentation skills – engaging, passionate and energised about your subject matter
* Strong financial acumen and knowledge of payment trends
* Organised and driven, with the ability to deliver projects on time
* Ability to sort large amounts of data and consolidate output to drive marketing campaigns
* High level of computer literacy (Microsoft Office suite and project management)
* Ability to work autonomously and remotely, and where necessary travel globally and work in a diversified setting
* Flexibility to work “if applicable” with different time zones and schedules

#### Key Competencies



### TRAVEL REQUIREMENT

* This position has no fixed location, national travel and home working will be required.

### ASSESMENT PROCESS

* Two interviews which will contain behaviour, competency and technical skills questions.
* Korn Ferry psychometric profile
* Presentation to panel interview