**Job Description: Digital Director**



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| Function: | TDDI |
| Position: | Director of Digital & AI |
| Job holder: |  |
| Date (in job since): |  |
| Immediate manager  (N+1 Job title and name): | Marc Cooper, CIO |
| Additional reporting line to: | N/A |
| Position location: | UK |
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| 1. Purpose of the Job – State concisely the aim of the job. | |
| The Digital Director will lead the Digital & AI function within Sodexo UK & Ireland, driving innovation and leveraging digital technologies to enhance consumer experiences, streamline operations, and support business growth. This role will be pivotal in aligning digital strategies with business objectives, ensuring the successful implementation of digital projects, driving penetration and adoption of our product and service offering, and fostering a culture of continuous improvement and innovation. | |

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| 5. 2. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * **Digital Strategy Development**: Develop and execute a comprehensive digital strategy that aligns with Sodexo's business goals and objectives. Identify opportunities for digital innovation and transformation across various business units. * **Product Management**: Oversee the development, optimisation, deployment, and adoption of our digital, data and AI products, within budget and in line with stretching targets. Collaborate with commercial and operational teams to ensure successful prioritisation, delivery and ongoing operations. * **Team Leadership**: Lead and mentor a team of product professionals, fostering a collaborative and innovative work environment. Provide guidance and support to team members, ensuring their professional growth and development. * **Stakeholder Engagement**: Build and maintain strong relationships with key stakeholders, including senior leadership, business segment and functional leaders, and external partners. Communicate the value and impact of digital initiatives to stakeholders. * **Performance Monitoring**: Establish and monitor key performance indicators (KPIs) to measure the success of digital initiatives. Use data-driven insights to make informed decisions and drive continuous improvement. * **Innovation and Best Practices**: Stay abreast of emerging digital trends and technologies. Identify and implement best practices to enhance Sodexo's digital capabilities and competitive advantage. * **Risk Management**: Identify and mitigate risks associated with digital projects. Ensure compliance with relevant regulations, standards, and internal policies. |

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| 2. 3. Context and main issues – Describe the most difficult types of problems the jobholder must face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to. |
| **Working Across Group and Region/Market**: The Digital Director will work across Group and region, leveraging global tech, products, and services to drive digital transformation. This includes collaborating with global teams to implement standardized solutions that meet local business expectations. The role requires a holistic approach to digital and IT, reflecting the joined-up nature of the TDDI organization.  **Digital, AI, and Data Products/Services**: Sodexo offers a range of digital, AI, and data products and services to clients, consumers, and its own on-site operators, with ambitious objectives for deployment and adoption. These include:   * **Everyday**: An order & pay app based on the Dynamify digital ecosystem, providing a seamless user experience for end consumers. * **4site**: A product that displays transactional, behavioural, and sentiment analysis to inform and optimize activities from site to segment to region. * **Power Chef**: An AI-driven tool for menu planning and optimization. * **Pricing**: AI-powered pricing tools to optimize revenue and consumer satisfaction. * **IoT**: Integration of physical devices to exchange data with other systems, enhancing operational efficiency.   Sodexo plays a leadership role in the Food and FM marketplace, offering solutions that meet the unique needs of our clients and consumers. We are dedicated to creating stronger, healthier communities through our services, which include nutritious food offerings, safe and engaging environments, and innovative digital solutions. Our values of Service Spirit, Team Spirit, and Spirit of Progress guide our actions and decisions, fostering a culture of trust, accountability, and continuous improvement. |

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| 4. 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. |
| * Penetration of Digital, Data and AI solutions to Sodexo client sites * Adoption and usage of Digital, Data and AI solutions by end users * Delivery of agreed product roadmaps in line with global, regional and client priorities |

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| 2. 5. 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. |
| * Volume of sites deployed * Customer volumes * Customer usage (monthly) * CSAT |

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| 6. Job profile – Describe the qualifications (Education & experience), competencies and skills needed to succeed in the position. |
| **Required**   * 10+ years in Digital/eCommerce Product leadership positions * ExCo level influencer * Digital Product leadership in a large corporate environment * Track record of and passion for helping brands on the Product Management journey to maturity * Outstanding business partner to commercial functions * Passion for partnering with operational colleagues to deliver solutions which work in the real world * Track record of delivering products & services which solve valuable business and customer problems * Track record of driving product / service adoption * Specific experience in the digital commerce space (order, pay, martech) * Specific experience developing and delivering data-driven insight products / services * Expertise in identifying and managing the right vendors / partners * Creation of compelling business cases * Budget management   **Desirable**   * Food service and/or Facilities Management sector experience * Leadership in a large, matrixed multinational corporation * Skilled in aligning global and market priorities * Experience in the B2B and/or B2B2C markets * Delivery of AI-driven products / services * Leadership of technology transformation programmes * Delivery of POS, kiosk or other hardware solutions |

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| 7. 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. |
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Received:

Date:       Date:

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Job holder Immediate Manager