

Head of Communications – Corporate Services, Sports & Leisure, and Ireland

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| Function: | Transversal function – Brand and Communications |
| Position:  | Head of Communications, Corporate Services, Sports & Leisure and Sodexo Ireland  |
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| Date (in job since): | N/A |
| Immediate manager (N+1 Job title and name): | Brand and Communications Director UK&I |
| Additional reporting line to: | Aligning to: CEO Corporate Services; CEO Sports & Leisure, CEO Sodexo Ireland |
| Position location: | Salford/ flexible (travel to Dublin/ UK travel required on occasions) |
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| 1. Purpose of the Job  |
| To create, deliver and measure the effectiveness of comprehensive strategic internal and external communications plans that:* Promote growth and the business objectives of Corporate Services, and S&L in UK & Ireland
* Manage and enhance the reputation of the Sodexo brand in the selected segments
* Deepen employee engagement- advising segment/ country specific messaging/ plans/ examples within a regional framework of news, channels, events and initiatives.
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| 2. Dimensions |
| * Sodexo Corporate Services and Sports & Leisure are two segment markets in the UK & Ireland that are both client and consumer focused, with large workforces delivering in hospitality, food and FM services.
* Corporate Services clients range from large corporates like Microsoft, to pharmaceuticals and manufacturing sites. There is a separate global strategic account structure, that also needs to be considered in this role
* Sports & Leisure clients range from Royal Ascot, to sports stadiums, cultural destinations and premium airlines.
* There is a wide range of stakeholders to be considered and communicated with including; employees, clients, consumers, prospects, trade bodies and associations, consultants and influencers.
* This is an integrated communications role with scope to use a full range of tactics and platforms (regionally or segment owned).
* Line manage one Communications Manager in Ireland
* Dotted line manage a part time communications support role
* Responsible for effective choice and management of agencies/ suppliers chosen to support segment communications; driving efficiency and brand management.
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| **4. Context and main issues**  |
| This position relies on networking and an influential and persuasive manner* Working in a matrix model, where collaboration, prioritisation and stakeholder management is essential
* Understanding and supporting the specific needs of the segments, closely aligning activity with go-to-market strategies and people plans for the segments
* Understanding and supporting specific communications needs of the Republic of Ireland
* Close liaison with the global Corporate Services and S&L communications leads
* this role will sit on the leadership team of Sodexo UK & Ireland
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| **Management, Leadership and Communications Strategy** **Corporate Services, S&L and ROI** * Business partner with the UK & Ireland Corporate Services, S&L and ROI CEOs and leadership teams to identify, advise and deliver integrated communications strategy
* Working closely with the central UK Brand & Communications team to ensure a good understanding of the segment’s strategies and business plans, and agree a work plan to support comms activities/ priorities
* Participation in the CS and S&L leadership team meetings to be clear on priorities, providing strategic communications counsel and represent the wider Brand and Communications team. Ensure all segment regional communication is aligned with global segments’ strategy, working closely with global segment communications leads
* To promote the Sodexo Corporate Services and S&L brands to appropriate audiences, exploiting digital channels and social media
* Act as the segment voice in regional campaigns and leverage synergies and help with message alignment or visibility across sub segments and acquired brands within the portfolio
* Manage communications budgets defined by the business,
* Strategic communications oversight, supporting the Country President Sodexo Ireland, and CEO Sodexo Ireland and acting as a conduit between regional, country and segment communications.
* Line Manage a Communications Manager, ensuring communications supports employee engagement, business objectives and protects the brand and reputation
* Be the voice of the CEO Corporate Services, UK & Ireland, CEO Sports and Leisure UK&I and the Country President, ROI – take a lead in drafting speeches, quotes and internal messages to positively profile Sodexo leadership and expertise

**External communications*** Work with the CS and S&L marketing and sales directors to ensure that communications strategy and plan supports go-to-market strategy – providing a plan with PR & Campaigns or MDs on amplifying marketing campaigns and opportunities to better position and promote the brand in region, including identifying the right industry events, assist with the creation of content (speeches, case studies, client testimonials), and deliver activity in conjunction with wider sales, marketing and communications teams
* Take an active role on social media, linking into regional digital teams
* Represent both a regional and segment perspective in an editorial committee with segment marketing and regional campaigns teams to coordinate/ leverage content and messages
* Work with the central PR team to develop and support a robust media relations plan for the segments
* Support the Communications Manager to manage external resource for Ireland, including freelance PR

**Employee communications** * Support Communications Manager ROI and shared support resource to deliver segment and regional employee communication campaigns, developing a calendar of activity to support business objectives
* Plan and execute key segment employee communications campaigns/ events – conference, manager webinars etc. Develop and enhance the appropriate channels for good employee communications
* Support regional employee communications initiatives and adapt regional employee communications campaigns so that they are appropriate for employees in the segment and ROI region
* Support the employee engagement strategy for the segments and the ROI, working closely with HRDs and wider HR team
* Support Communications Managers to deliver content on internal digital channels – manager intranet, employee website, employee Facebook, Yammer etc. Plan and execute key employee communications events – roadshows, manager calls etc. Develop and enhance the appropriate channels for good employee communications

**Drive innovation & best practice*** Keep up to date with best practice from the external and internal communication community and bring new approaches to help continuously develop and improve the effectiveness of segment communication within Sodexo.

**Regional leadership responsibilities*** Ensure all supported segments and country communication is aligned with regional/global communications plans, working closely with relevant global communications leads, senior stakeholders in UK&I and wider UK&I B&C teams
* Take a leadership role as a senior member of the Communications team and the UK&I leadership, leading regional or global projects where relevant
* Operating as a ‘gold’ in crisis situations if requested, taking responsibility for supporting the team in a crisis and escalating issues and helping to protect the reputation of the business- highlighting risks and embedding process and training.
* Attendance of global and segment B&C’s meetings to advise, steer and share best practice between business segments and support regional and pan-segment communications initiatives
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| **Experience and Skills** * Professional or higher qualification in communications / corporate communications or equivalent experience
* Experienced communications generalist, with exposure to internal and external communications, either in-house or agency, able to deliver a 360 external and employee communications programmes. Knowledge and demonstrable experience managing crisis and issues
* The ability to lead and manage both a direct reporting and indirect reporting team / consultancy
* Experience of working with multiple corporate stakeholders or across multiple industries, in complex matrix environment driving continuous improvement and innovation
* Demonstrable experience of developing and executing on communications plans that utilise a wide variety of channels and media, including digital Creativity, setting KPI’s for communications and demonstrating personal and collective impact
* Brilliant communicator, both verbally and in writing, with the ability and gravitas to operate at all levels of an organisation. Practiced in developing working relationships and networks at all levels, with high impact and influence in a collaborative environment
* A self-starter - able to work to tight deadlines and manage projects independently with strong skills and experience in managing simultaneous projects. The ability to balance the ‘hard’ and ‘soft’ skills of managing projects so that plans are well-laid and executed and that stakeholders are fully engaged and communicated with. Great organisational skills and excellent attention to detail with the ability to think ahead and pre-empt and mitigate possible setbacks and obstacles
* Knowledge of outsourcing, food service, direct or adjacent markets would be desirable but not essential
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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
| * Growth - client & customer attraction
* Innovation and change
* Rigorous management of results
* Resilient and able to work under pressure
* Increase brand recognition
* Commitment to Sodexo's business aims and values
* Employee engagement
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