

Job Description:   
Digital Journey Executive

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| Function: | | Tech & Services | |
| Position: | | Digital Journey Executive | |
| Job holder: | |  | |
| Date (in job since): | |  | |
| Immediate manager  (N+1 Job title and name): | | Digital Product Owner | |
| Additional reporting line to: | |  | |
| Position location: | | UK office based and remote working with travel across the UK&I | |
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| 1.Purpose of the Job – State concisely the aim of the job. | | | |
| Support the end-to-end consumer digital experience deployed by the Food Platform across the UK&I;   * Input into end-to-end digital journeys through research, insight and consumer behaviour to retain our digitally active consumers whilst also striving to grow to bigger consumer audiences. * Assist deployment of the end-to-end digital journey with segments, clients and consumers across the UK&I. * Execute relevant and accurate digital content to reduce client and consumer risks and issues. * Work with relevant teams to develop digital content plans to deliver an excellent online journey through content creation. * Input into delivering Sodexo’s digital strategy. * Advocate the digital journey with stakeholders and the wider business. * Partner with the wider Tech & Services (Food Platform, Supplier Management & IST) team to deliver initiatives that impact the digital journey and its consumers. * Work with all segments across the UK&I to deliver segment lead initiatives that impact the digital journey and its consumers * Advocate a digital first culture. | | | |
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| 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 | * Three different digital front-end solutions across the UK&I. * Six different segments deployed with the digital solutions. * Over 100k consumer downloads with further growth opportunity. | | |

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| 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. |
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| **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. |
| * Ability to understand consumer experience against business benefit, regulation changes and financial implications, making the best possible decision for the team, consumer, client, and the business. * Ability to adapt and deliver quickly within the digital channels based on a fast paced, daily evolving digital journey. |

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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * Recognise, suggest, and own new opportunities throughout the digital consumer journeys to deliver high performing, agile customer interactions and touchpoints. * Deploy relevant content changes accurately within defined timelines. * Be a part of a high-quality end to end digital journey that achieves a consistent digital and brand narrative. * Recognise and understand the digital journey insight, making recommendations based on consumer behaviour and industry trends. * Support the Digital Journey Manager in managing requirements discovery, solution design, user story writing, feature development and use acceptance testing. * Assist the digital restaurant deployment plan. |

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| 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. |
| * Execute accurate digital content into the digital journeys. * Provide input into the product roadmap and backlog for the digital journey ensuring all stakeholders are consulted through great working partnerships. * Help to drive change within the organisation to a digital first culture to digitally transform all business opportunities. * Understands and advocates the digital journeys and capabilities. |

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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * A passionate and technology focused mindset, eager to innovate digital solutions for our future. * Willingness and eager to deliver frictionless consumer journeys. * Experience in the Food/Catering industry is desirable * Self sufficient in relevant CMS or content systems. * Proven track record of content management that meet both business and consumer needs. * Able to act on behalf of the consumer when making decisions. * Remain flexible and resilient to changing business, client, or consumer priorities. * Desirable to have a digital/tech qualification and/or training. * Flexibility to work, if needed with different time zones. |

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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
| |  |  | | --- | --- | | * Innovation and Change | * Leadership and People Management | | * Client and Consumer growth | * Customer Experience | | * Brand Notoriety | * Collaboration and Critical Thinking Skills | |

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| 9. Management Approval – To be completed by document owner |
| |  |  |  |  | | --- | --- | --- | --- | | Version | 0.1 | Date | 21st June 2022 | | Document Owner | Lauren Palmer – Head of Digital | | | |