

Job Description:
Head of Marketing Campaigns and Communications

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| Function | Marketing |
| Position:  | Head of Marketing Campaigns & Communications |
| Job holder:  | Vacant |
| Date (in job since): | N/A |
| Immediate manager (N+1 Job title and name): | Tom Laskey, Marketing Director, Sodexo Government |
| Additional reporting line to: |  |
| Position location:  | UK&I |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * Lead, develop and execute client-facing communications for the segment, to include:
	+ On-going review of segment webpages and web strategy.
	+ Production of high-quality client and prospect communications.
	+ Liaison with agencies and copy-writers where appropriate
	+ Management of the marketing communications plan for Sodexo Government.
	+ Account-based marketing to support key bids and retentions.
	+ Campaign activity including regular e-newsletters.
	+ Showpad content and activations, as well as being the product owner.
	+ Content production including case studies, reports, and film.
	+ Booking and briefing creative partners e.g. photographers, copywriters and other freelancers.
	+ Reporting on content and campaign performance at an agreed frequency.
	+ Working with colleagues and teams to extend the reach of content and support campaigns via owned, earned, and paid channels.
	+ The roles involve communicating current activities and innovations to existing clients as well as maintaining a compelling communications strategy, through a number of channels into an integrated approach.
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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. |
| Revenue FY24:  |  | Circa £600M |  |  |  |  |  |  |  |
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| Characteristics  | * Currently the Government segment manages a portfolio of over 1,000 sites with an employee base of 11,000. Government is the largest segment in the Sodexo UK&I portfolio
* Operating across a diverse range of government business including Government Agencies, Defence and justice, the segment has a diverse range of senior stakeholders.
* Providing food and facilities management (FM) services to government employees in challenging environments
* Spread across 25 contracts the client and prospect base is relatively low in number but very senior in nature, a focus of the role is producing competing thought leadership.
* Key stakeholders include the Marketing Director, three-segment COO’s and the Government Board
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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. |
| * **Building on a successful platform to continue to innovate and develop client communications** – B2B platforms already exist and are working well, but there is a great deal of opportunity to further develop and grow these after the role has been vacant for sometime.
* **Greater integration planning** – greater integration will be needed into the future to ensure alignment with regional communications and campaigns to maximize returns on investment.
* **360 degree campaigns** – increased focus on delivering campaigns through multiple channels and reporting agaimst agree metrics to demonstrate and ROI and impact of the investment.
* **Stakeholder management** - this post-holder will be required to take ownership of B2B comms, balancing a large eco-system of regional and global stakeholders with segment/contract interests.
* **Support increasing portfolio of contracts** – Government is a fast-growing and diverse segment with prisons, blue-light locations, government agency offices, and defence sites all coming under our remit.
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * Own segment web and marcomms strategy in partnership with regional Webmaster, providing an optimum user experience and growing engagement.
* Design and lead account-based marketing campaigns to support key bids and retentions.
* Be the Product Owner for Showpad, ensuring content is uploaded in a timely manner and correctly tagged, and manage an ongoing programme of content upload and creation to include design of experiences and pages.
* Lead on regular e-newsletter production, including content creation where necessary.
* Create and brief client communications including case studies, reports and film to support strategic objectives and communicate key marketing messages.
* Liaise with all relevant parties to book and brief creative partners.
* Source and review performance analytics and share with the business.
* Manage and develop working relationships with other teams to support the effective distribution of marketing content and campaigns across owned, earned and paid channels.
* Grow the impact of comms against agreed metrics and report these to the Marketing Director
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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. |
| * Grow audience engagement levels e.g. open rates against agreed metrics
* Ensure all regional and corporate comms are fully utilised within the segment
* Production and management of content and campaigns strategy, execute the strategy on time and to budget.
* Accurate reporting of all relevant activity.
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * Graduate calibre
* A self-starter, able to develop a plan and execute
* Experience of content production and proficiency at writing copy
* Experience of B2B communication
* Strong interpersonal and communication skills
* Strong stakeholder management experience
* Strong influencing skills
* Data driven with a strong focus on results
* Experience of working in complex organizations
* Knowledge of working within an organisation that sells services to government would be an advantage
* Social media skills (LinkedIn) would also be an advantage
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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
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| * Collaborates
 | * Manages ambiguity
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| * Drives results
 | * Persuasive
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| * Customer focus
 | * Effective team working
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| * Communicates effectively
 | * Cultivates innovation
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| 9. Management Approval – To be completed by document owner |
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| Version | 3.0 | Date | 04.01.2024 |
| Document Owner | Tom Laskey |

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| 10. Employee Approval – To be completed by employee |
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| Employee Name |  | Date |  |

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