

**Job Description:**

**Insight Manager**

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| Function: | Marketing UK&I Centre of Excellence |
| Position:  | Insight Manager  |
| Job holder: |  |
| Date (in job since): |  |
| Immediate manager (N+1 Job title and name): | Head of Brands and Marketing UK&I  |
| Additional reporting line to: |  |
| Position location: | No fixed location |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * The main advocate and voice of the consumer, ensuring decisions are based on customer insight and not opinion.
* Directs and develops consumer research and strategies for the UK & Ireland. Provide senior leaders with strategic insight and recommendations based on gathered consumer insight, market intelligence and trends. These recommendations will help inform central and segment market strategies and sales by harnessing data to generate actionable insights in order to support the business to maximise market impact, achieve sales targets.
* Uses our proprietary occasion-based customer segmentation to map against current and future offers identifying gaps and development needs, as well as new market opportunities.
* Serves as consumer and local market expert within the company and acts as internal consultant to both central marketing, food platform, as well as segments.
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| 5. 2. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * Customer & Client Experience Programme – Deploy and roll out “always-on” and “relationship” surveys across sites during pilot and full deployment stages. Establish a programme of analysis and reporting to deliver actionable customer experience insights.
* Occasion based segmentation – Support and champion the use of our proprietary occasion-based segmentation tool. Coach site leads and sales teams to run their own surveys and identify the best offers for their customers.
* Campaign Planning – Provide insight five times per year to inform menu and campaign launches for our three key brands. Synthesise findings from insight partners, internal research projects and desk research to guide decisions.
* Support the Brand Strategy – Translate insights from our partners and proprietary sources to ensure brand strategies align with customer needs.
* Competitor Strategy – Anticipate and adapt to changing market conditions by integrating analysis of competitor activity, market dynamics and consumer needs to inform strategic direction.
* Agency relationship management – Oversee agency partnerships, contract renewals and onboarding of new suppliers. Ensure the right agencies are engaged, projects are well managed, and tools are fully utilised.
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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. |
| * Engagement with senior internal stakeholders from multiple segments of the business with a variety of different clients and contracts
* Operating within a context of differing client and consumer requirements, demographics, geographic locations and operating environments
* Aligning the wider business to adopt the “consumer lens” as well as the “environment / segment lens” ie recognising the commonalities of consumers across segments
* To be the voice of the consumer for Sodexo’s food brands, to be able to articulate our consumers needs and behaviours to help support food and marketing in delivering offers that resonate.
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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. |
| * Deliver actionable customer, client and market insights that directly inform menu development, campaign planning and brand strategy for three core brands.
* Improve customer and client experience measurement by embedding always-on and relationship surveys, producing clear analysis and reporting to support decision-making at site and executive level.
* Enhance commercial performance by using proprietary segmentation tools and competitor analysis to help site and sales teams optimise offers and identify growth opportunities.
* Ensure best-in-class insight capability by managing external agencies, tools and research partnerships, ensuring cost-effectiveness and innovation.
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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. |
| * Three market leading food brands and one coffee offer
* 5 segments
* Stakeholders including, marketing, segments, brand, food, operations
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| 6. Job profile – Describe the qualifications (Education & experience), competencies and skills needed to succeed in the position. |
| * Degree-level education in a related field.
* Significant experience in customer, consumer, or market insight, preferably within foodservice, retail, or hospitality.
* Proven track record of managing research programmes, from design to reporting and stakeholder engagement.
* Experience managing external agencies and insight tools, including contracts and budgets.
* Strong background in translating insight into actionable recommendations for brand, menu, or campaign strategies.
* Strategic thinking with the ability to translate complex data into clear, actionable insights.
* Strong stakeholder management and influencing skills; able to engage senior leaders and site teams alike.
* Commercial acumen with an understanding of how customer insight drives revenue, loyalty and retention.
* Ability to anticipate market changes and competitor moves, and incorporate them into strategic planning.
* High degree of initiative and ownership; comfortable leading programmes independently.
* Advanced skills in research design, data analysis, and interpretation (quantitative and qualitative).
* Excellent written and verbal communication, with the ability to create clear reports and compelling presentations.
* Proficiency with research and reporting tools (e.g. Qualtrics, Microsoft Forms, Excel, Power BI, or similar).
* Strong project management and organisational skills, able to manage multiple projects and deadlines simultaneously.
* Collaborative working style with cross-functional teams.
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| 2. 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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**Levels**

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Received:

Date:       Date:

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Job holder Immediate Manager