

**Job Description:**

**Communications Manager – Agencies and PPS**

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| Function: | Communications |
| Position:  | Communications Manager – Agencies & PPS |
| Job holder: |  |
| Date (in job since): | 01 May 2025 |
| Immediate manager (N+1 Job title and name): |  |
| Additional reporting line to: | Head of Communications – Sodexo Government  |
| Position location: | Home based with travel as the business requires  |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * To plan, develop and deliver a comprehensive, multi-audience, communications strategy for Sodexo Government’s Agencies and Property Professional Services (APPS) business to support the strategic objectives of internal, external and client stakeholders.
* To be the champion, curator and creator of content for APPS, ensuring content is relevant, compelling, exciting and fit for purpose for audiences and channels.
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| 5. 2. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| This role involves delivering a communications strategy to support the growth goals for APPS, combined with creating and shaping stories that raise the profile of both APPS and Sodexo UK&I. With a strong focus on client communications, you’ll work with a range of stakeholders within APPS, our APPS clients, and Sodexo’s Brand & Comms team to ensure messaging is impactful, engaging and reaches the right audiences. **Creation and delivery of communications strategy for APPS*** Work collaboratively with the APPS team (and supported by the Head of Government Communications), to develop a communications strategy that supports the APPS vision, business growth plan and objectives, drives organisational change, protects and enhances our brand and reputation, and deepens employee engagement for APPS.
* Track and measure the impact of all communications, continually refining and improving strategies.
* Keep up to date with best practice from the communications industry, bringing new approaches to help develop and improve the impact and effectiveness of communications within the APPS sub-segment.

**Client communications** * Work with clients and other parties, to identify and analyse the needs of relevant stakeholders and on-going management of their communication needs - identifying and delivering targeted communications (including contract specific communications e.g. newsletters).
* Work with client communications specialists to ensure the value being delivered by APPS is recognised internally, externally and with the client.
* Ensure all relevant communications activities to support on-going operational activity for each contract are appropriately captured and managed.
* Work with Subject Matter Experts and communications representatives to develop and implement strategic communications activities to support client relationships and growth opportunities.
* Creation and delivery of multi-audience communications plans to support mobilisations of new contracts awarded to APPS.
* Contribute to the wider Sodexo strategy for account communications, sharing best practice within the Group.
* Be a brand ambassador, ensuring all communications adhere to the relevant brand identity, whether that’s Sodexo, client branding or one of Sodexo’s business brands

**Employee communications** * Proactively seek our and create high quality content that informs, inspires and connects APPS employees.
* Work in partnership with the HR team to support employee engagement - surveys etc.
* Work with the APPS Senior Leadership Team and Account Management Teams to identify and share good news, positive feedback and success stories.
* Deliver APPS-specific communications and support Government/company-wide communications with APPS content including townhalls, newsletters, events
* Organisation and delivery of specific APPS communication events e.g. monthly All Team Broadcasts, internal roadshows/conferences and provide support and APPS content for Government and regional events
* Track and measure the impact of internal communications, continuously refining and improving strategies

**External comms*** Working in collaboration with regional PR team, anticipate and manage reputational issues effectively.
* Collaborate with key stakeholders to develop compelling APPS content such as case studies, press releases, blogs, web articles, social media posts, videos, photography, presentations
* Create and coordinate award entries and supporting material for APPS

**Collaboration and stakeholder engagement** * Collaborate with colleagues in the Sodexo UK & Ireland Brand & Communications Team to create and optimise opportunities to align to key campaigns e.g. apprenticeships, DE&I initiatives, volunteering, Social Impact and Sodexo’s Public Service Pledge commitments.
* Promote, create and champion content representing APPS in Government and regional internal and external campaigns, channels and activities

If you’re a strategic communicator, who thrives in a complex environment, working with multiple stakeholders and want to make a real impact, then this role is for you.  |

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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. |
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| * Scale, complexity and diversity of APPS..
* Balancing the operational needs of accounts to drive business results whilst also aligning to the broader Sodexo Brand & Communications strategy.
* Managing and communicating with multiple stakeholders and audiences at all levels, with different priorities, approvals processes, expectations, requirements and channels.
* Managing a diverse workload with multiple projects to deliver against challenging deadlines
* Working with complex and sensitive information

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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. |
| **Strategic communication*** Delivery of a comprehensive Communications Plan for APPS, focused on supporting business goals, operational challenges, change, strengthens our brand and boosts employee engagement.
* Identify broader communications opportunities to add value to our client, supported by informative and engaging content,

**Content creation and delivery*** Employee communications that contributes positively to team engagement.
* Develop and publish high-quality content, ensuring messaging that it timely, relevant, accurate and engaging.

**Collaboration and stakeholder engagement*** Work effectively with internal, external and client stakeholders to ensure APPS priorities are reflected in a relevant, meaningful and engaging way in all comms activities
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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. |
| * Financial – No budget responsibility
* People management – No direct reports
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| 6. Job profile – Describe the qualifications (Education & experience), competencies and skills needed to succeed in the position. |
| We’re looking for a strategic, experienced, communicator who can support APPS to achieve its goals. Are you able to plan, create and deliver compelling content that engages a diverse range of audiences in a timely and meaningful way? **What we’re looking for:*****Experience and qualifications**** A professional or higher qualification in communications or corporate communications is desirable.
* 5+ years of experience in communications, with a focus on employee communications, either in-house or agency-side.
* Experience in comms support for complex change programmes with an understanding of change management techniques, supporting communications interventions and employee transfer.
* Strong editorial, content creation, and digital expertise.
* Hands-on experience using a variety of content management systems and platforms.
* Experience working in a large or complex organisation in a similar role.
* Desired knowledge of the FM industry

***Skills & Abilities**** Exceptional writing and editorial skills, with a keen eye for storytelling, sub-editing, and writing for a range of channels and audiences.
* Strong organisational and time management skills, with the ability to adapt to changing priorities.
* Excellent interpersonal skills to build relationships at all levels.
* Confidence in influencing and persuading stakeholders.
* A collaborative team player who thrives in a fast-paced environment.
* A proactive self-starter who can manage multiple projects, work under pressure, cope with ambiguity and meet tight deadlines.
* Attention to detail and a creative approach to content.
* Basic design and video editing skills would be a bonus!
* Role model for comms best practice

***Knowledge & Mindset**** Client focussed mind set and able to build client relationships at all levels
* A true passion for communications strategy and storytelling.
* A willingness to learn and develop new skills.
* The ability to take ownership of projects and work independently.
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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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Job holder Immediate Manager