

Function:	Marketing Team (Education)
Position:	Assistant Brand Manager
Job holder:	New Vacancy
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	Marketing Manager (Education)
Additional reporting line to:	None
Position location:	Remote Working with occasional site visits

1. Purpose of the Job – State concisely the aim of the job.

- Assist the Marketing Manager in the planning and execution of the yearly and termly marketing calendars
- Responsible for all internal communication with our site managers for all on-site activation
- Responsible for all Social Media content and execution across the segment
- Ensuring customer facing collateral is on brand
- Supporting the Marketing Manager with a range of traditional and digital administrative tasks
- Developing marketing channels to enhance our offers
- Creating or editing assets in Indesign/Photoshop/Illustrator
- Coordinating the process of seasonal menus update on the Print Portal
- Plan and execute promotional collateral designed to increase participation and enhance GP (£, %)
- Conduct termly competitor analysis

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 FY 235:	€60 m	EBIT growth:	tbc	Growth type:	n/a	Outsourcing rate:	n/a	Region Workforce	tbc
		EBIT margin:	tbc						
		Net income growth:	tbc			Outsourcing growth rate:	n/a	HR in Region	tbc
		Cash conversion:	tbc						

Characteristics ▪

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.

- Working in a demanding environment with multiple stakeholders and deadlines
- Business strategy is to move from service led to brand led, so we need to implement the right brand rigors relating to product, price, promotions and POS
- All sites need a consistent way on how to operate
- Ability to react quickly to requests and to problem solve requests
- Ability to manage multiple deadlines and delegate pass work to other colleagues when appropriate
- Ability to work well under time pressure
- Proactive, can-do attitude is a must

5. Main assignments – Indicate the main activities / duties to be conducted in the job.

- Update all operate it collateral so that it's up to date and fit for purpose for our operational teams
- Responsible for managing and reporting on Social Media activity in the form of monthly reports
 - Co-ordinating all print and distribution fulfilment
 - Support on all marketing calendars and theme days
 - Publish and distribute all operation packs relating to menu and promotional launches
 - Compile a termly competitor report on initiatives, business wins, key financial data
 - Work with the Insights team in Tech & Services to develop a food insight programme on the latest industry trends with a view to the future
 - Work with creative agencies to develop our suite of offer collateral
 - Creating and editing marketing collateral in Indesign/Photoshop/Illustrator
- Work with MSDC to develop campaigns to drive awareness and consideration in the marketplace
 - Become our social impact lead and align to brand strategy
 - Support the Marketing Manager on brand performance against agreed KPIs

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.

- Plan and execute all BTL activity at site level (POS, digital screens)
- Produce termly insight and competitor analysis reports
- Social Media content and reporting
- Develop the content and proof points to support the brand
- Segment social impact lead
- Customer-facing collateral to be on brand

7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively

- Some experience in marketing or branding
- At least basic experience in using Adobe Indesign/Photoshop/Illustrator is essential
- Trustworthy, able to respect the need to maintain confidentiality when required
- A first-class communicator, both written and verbally with a 'can do' attitude
- Ability to react quickly to requests and to solve problems
- Positively influence and work with operational teams to listen to feedback and act on it when required
- Organised, with an ability to keep on track with communication from multiple stakeholders
- Assertive and confident, able to communicate across all levels of the business, from directors to operational colleagues.
- Flexible in work across range of stakeholders
- Attention to detail – all activity should be on brand and fit for purpose
- Teamwork – ability to work cooperatively with others and provide help where required. As a team player, you will become an ambassador of the product and display a high degree of collaboration, innovation, integrity and professionalism
- Flexibility – Ability to adapt approach to individual situations and remain calm under pressure.
- Achievement – Wants to do a good job and works to goals, manages obstacles. Energy and determination in meeting targets and overcoming challenges.
- Communication – Listens and questions effectively, concise verbal and written communication.

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8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires

• Growth, Client & Customer Satisfaction / Quality of Services provided	
• Rigorous management of results	
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9. Management Approval – To be completed by document owner

Version		Date	14.04.2025
Document Owner	Irmira Pala and James Mundy		