

Job Description: Communications Lead

Function:	Operations
Position:	Communications Lead
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Strategic Account Director - Anthony Boyton
Additional reporting line to:	N/A
Position location:	Home Based/No Fixed Place of Work – national remit

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

- Design and lead the implementation of the annual communication plan.
- Deliver content and campaigns to reinforce Diageo and Sodexo strategic goals, values, and business priorities
- Support the transformation agenda through change communication plans and associated content to achieve mindset and behavioural change of all teams across UK&I
- Lead range of activities to engage employees, support retention, and improve NPS scores. Examples include team meetings, reward and recognition scheme, townhalls etc
- Improving the account teams understanding of the importance of effective and good communication supported associated processes and toolkits

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
- Corporate sector
 - UK & I contracts –Diageo
 - IFM – both soft and hard services - environments

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.



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.

- Producing quality documents and content which align with Diageo strategic goals
- Focus on “Brilliant Basics” to ensure high quality and consistent is produced – “Right first time”
- Influencing and mentoring the account and site teams to obtain desired outputs
- Translation of data into story telling and success stories to showcase

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

- Create and lead the delivery of effective planned internal communications campaigns, plans and strategies.
- Ensure delivery of both the external and internal agreed communication expectations as identified in the communication strategy and plan.
- Ensure continual flow of communication from Sodexo to Diageo – Industry, Sodexo and Account Specific
- Lead team development on understanding the communication strategy both internally and externally whilst standardizing and sharing best practice regarding tools and processes for communication.
- Research, promote and write internal and external award nominations for the Sodexo team.
- To promote and share good news stories across the accounts both internally and externally.
- Develop, create and ensure consistency in material with the aim to create a working toolkit of templates and content that can be used across the account
- Creation and delivery of the client facing reporting, translating Data / KPIs to the “So What” taking the client through the story.
- Co-ordinate and support writing of the content for the Sustainability Playbooks/Quarterly Sustainability meetings.
- Design and delivery of Communication campaigns to support the account’s projects/initiatives.
- Organise SLT activity such as monthly and quarterly team meetings and events, including content and event administration.
- Driving the use and promotion of the Sodexo Recognition, Wellbeing and Innovation tools along with communications of the outputs as identified within the communication strategy.
- Collective management of the Account SharePoint
- Build communication web of influence in Sodexo and bring back to accounts.
- Building relationship with internal and external stakeholders to drive and deliver continuous improvement.
- To carry out any other reasonable tasks and/or instructions as directed by the SLT.

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.

- Leadership and people management - engaged teams
- Growth via client and customer satisfaction
- Rigorous management of results and compliance to commercial terms

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

Personal skills:

- Attention to detail in all written communication
- Organisational skills
- Ability to work as part of a team.
- Demonstrate recent experience of carrying out meaningful consultation to achieve good communication campaigns.
- Ability to build strong networks and influence stakeholders.

- Confident in copy writing for a variety of publications.
- Able to demonstrate working knowledge of IT systems including MS Office (Word, Excel, Outlook powerpoint. sharepoint.).

Technical skills:

- Strong communication skills, written and verbal.
- Ability to influence others
- Ability to manage own workload and the workload of others to achieve demanding deadlines.
- Ability to use effective communications channels to build positive relationships.
- Ability to work from a brief and within brand guidelines to create effective communications.
- Ability to write engaging copy for a range of channels both in print and digital.
- Design skills beneficial.

Experience:

- Understanding of effective communications practices and channels essential.
- Leading and working as part of a team to promote good working relationships with a range of stakeholders.