

Function:	Central functions – Brand & Corporate Affairs
Position:	Press & PR Manager – Government & Energy
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Seb Thompson – PR & Campaigns Director, Sodexo UK&I
Additional reporting line to:	Samantha Scott – Head of Communications – Government & Energy
Position location:	MediaCityUK (Salford)/ Hybrid

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

The purpose of this role is to strengthen and showcase Sodexo’s reputation across the Government & Energy segment through proactive, creative PR and media engagement, while ensuring effective management of high-profile and sensitive issues, particularly within Justice.

The role will lead the day-to-day management of media relations for high-profile and politically sensitive areas, including prisons, defence and government contracts- ensuring fast, accurate and strategic handling of all reactive enquiries.

Alongside this, the role will proactively build and deliver a targeted PR programme to positively position Sodexo’s expertise, impact and innovation across Government & Energy supporting business growth, strengthening stakeholder relationships and enhancing Sodexo’s credibility in the public sector.

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.

Financial	No budget responsibility
Staff	No direct reports
Other	Works as part of the PR & Campaigns team within Brand & Corporate Affairs

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 must face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.

Government & Energy is one of Sodexo UK&I's most strategically important and high-risk segments, operating in a complex, highly scrutinised and politically sensitive environment with a diverse range of clients and stakeholders.

Justice, in particular, represents the organisation's highest reputational risk area, with significant media interest and scrutiny from stakeholders including Government departments, regulators and the public.

Key challenges include:

- Managing high volumes of reactive, often critical media enquiries
- Operating in a politically sensitive and fast-moving news environment
- Balancing reputational risk mitigation with proactive brand building
- Ensuring consistent, accurate messaging across multiple stakeholders
- Building trust and credibility with Government bodies and local communities

At the same time, there is a significant opportunity to strengthen Sodexo's positioning through proactive PR—showcasing expertise, innovation and impact across Government & Energy.

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

Media Relations & Issues Management (Reactive)

- Lead handling of all Government & Energy media enquiries, particularly Justice-related issues, which can be of a highly sensitive and emotive nature
- Draft statements, lines to take and Q&As for sensitive and high-profile issues
- Provide strategic counsel to senior stakeholders during live issues and crises, and draft internal briefing documents linked to inquests and issues
- Work closely with the central Press Office to ensure consistency and escalation where required
- You will join the out of hours on-call PR rota to help triage and respond to out of hours media enquiries for the whole UK&I region. Includes monitoring the Press Office inbox, responding and escalating where required

Proactive PR & Positioning

- Develop and deliver a proactive PR plan to build Government & Energy's reputation and support its growth strategy
- Coordinate and deliver consistent presence on social media – using the LinkedIn Showcase page as a key channel
- Identify and secure opportunities for features, thought leadership, interviews and op-eds
- Maximise campaigns and key content for the segment eg Starting Fresh
- Position Sodexo as a leader in public sector service delivery and a strategic supplier to the Government

Regional & Local PR

- Create and deliver local PR strategies around key sites

- Build relationships with regional and local media to drive positive coverage
- Identify community-based storytelling opportunities

Stakeholder Engagement & Advocacy

- Build and maintain strong relationships with key stakeholders/ press offices including:
 - Ministry of Justice
 - Scottish Prison Service
 - Local authorities and community stakeholders
- Support stakeholder communications and reputation management

Collaboration & Integration

- Work closely with wider Brand & Corporate Affairs teams (social, content, internal comms, public affairs)
- Ensure alignment of messaging across all channels and audiences
- Contribute to wider UK&I PR and campaigns activity where relevant
- Working closely with Justice comms contacts within our prisons to build content and social media storytelling

6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organisation; they should focus on end results, not duties or activities.

Reputation Protection

- Effective and timely management of all media enquiries, reducing reputational risk and escalation

Proactive Positioning

- Increased volume and quality of positive media coverage across Government & Energy
- Own and develop the Justice LinkedIn Showcase page

Stakeholder Confidence

- Strong, trusted relationships with key Government and regional stakeholders

Strategic Impact

- Contribution to business growth through enhanced reputation, supporting contract retention and new opportunities

Operational Excellence

- Delivery of consistent, high-quality messaging aligned to Sodexo's brand and strategic priorities

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

Experience & Qualifications

- Significant experience in PR, media relations, corporate and crisis communications

- Experience managing reactive media enquiries and issues in complex or regulated environments
- Experience working with Government, public sector or highly scrutinised industries is highly desirable
- Experience of developing and delivering proactive PR campaigns
- Significant experience of complex stakeholder management, reputation building, and senior briefing on high-profile issues/crises

Skills & Abilities

- Excellent media handling and crisis communications skills
- Strong writing skills, including press releases, statements and opinion pieces
- Ability to operate calmly, with resilience, and confidently under pressure
- Strong stakeholder management and influencing skills
- Ability to identify and land proactive media opportunities
- Strong organisational skills with the ability to manage multiple priorities

Knowledge & Mindset

- Strong understanding of the UK media landscape (national, regional and trade)
- Commercial awareness and understanding of how reputation supports business growth
- Proactive, solutions-focused mindset
- High levels of resilience and sound judgement

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

Relationship management	Intellectual agility & eagerness to learn
Continuous improvement	Personal & Influencing skills
Resourcefulness	Promoting the brand
Being resilient	Persuades
Communicates effectively	Decision quality
Courage	Drives results
Optimises work processes	Nimble learning

9. Management Approval – To be completed by document owner

Version	DRAFT	Date	March 2026
Document Owner	Seb Thompson		

