

Job Description: Student Experience Manager

Function:	Marketing/Events
Position: Student Experience Manager	Student Experience and Business Support Manager
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Account Manager
Additional reporting line to:	
Position location:	University of Nottingham

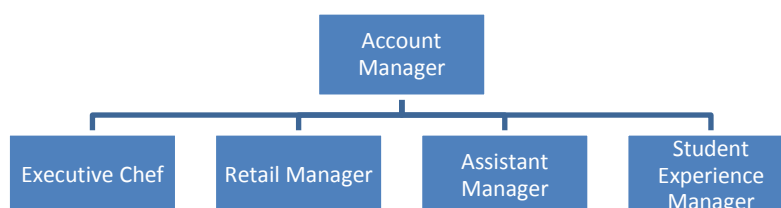
1. Purpose of the Job – State concisely the aim of the job.

- To provide an innovative student experience to all students at University of Nottingham with particular attention to feedback, marketing, social media and engagement.
- To build a strong relationship with Nottingham Conferences and ensure smooth running and support of all events.

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 FY16/17:	£1.7 m	Cash Sales - £1.7 m			
		Looking for 5% increase FY17/18			

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.

- Ensuring lines of communication are open and regular news feeds are available at all times
- Innovate new and interesting ways to engage with students with a fun calendar of events
- Work autonomously with remote central support from colleagues in the same role at different locations
- Provide updates for performance KPIs
- Build a strong working relationship between the Nottingham Conferences and Sodexo, attending monthly meeting during the conference season.
- Work alongside Nottingham Conferences to maximise sales potential for out of term time.
- Liaise with the team to ensure smooth running of these events and support the events where necessary.

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

- Provide and maintain a uniformed approach to communications to the students using our units at University of Nottingham Sutton Bonington and David Ross Sports Village.
- Provide and manage a marketing and communications plan throughout the year that enables Sodexo to continuously be able to communicate with students with regards to events, issues etc.
- Provide training and support to designated personnel across the portfolio to enable the best student experience possible.
- Maintain and grow social media channels, increasing engagement and continuously pushing for innovation
- Provide an annual calendar of at least 2 campaigns per month
- Provide photographs, videos and updates of events and communications evidence for reporting purposes
- Work with stakeholders in each department of the University to build a community spirit and a collaborative approach
- Work with the Client to build great relationships and collaborations
- Work with the Guild and Student's Union to foster relationships with students and a community feel
- Work with Student's Union societies to understand expectations, issues and solutions.
- Work with local suppliers to bring new and exciting products to site
- Work with the teams on site to build relationships, create and support events in each outlet.
- Lead on the delivery of student and customer surveys, Deliver results in customer and management meetings and to students, agree and implement corrective actions as appropriate
- Provide adhoc support to the operational on-site team when required
- Manage the on-site communications with internal news, announcements, updates and feedback.
- You will be required to work at events throughout the year
- Help to plan events and encourage the team to raise money and volunteer for Stop Hunger

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.

- Management and reporting on student engagement and marketing initiatives
- Build strong working relationships across the University and Sodexo team
- Creation and implementation of marketing and engagement strategy for the year

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

- This role requires a real people person
- Sound understanding of social media and communications strategies
- Strong communicator with an ability to communicate to all levels effectively both in writing and orally
- Proven organisational skills
- Must understand the modern student expectations
- An ability to lead and influence people
- Events experience preferable

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	■ Leadership & People Management
■ Rigorous management of results	■ Innovation and Change
■ Brand Notoriety	■ Business Consulting
■ Commercial Awareness	
■ Employee Engagement	
■ Learning & Development	