

Job Description:
[Digital Marketing Manager]

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| Function | Sports and Leisure |
| Position:  | Digital Marketing Manager |
| Job holder:  | N/A |
| Date (in job since): | N/A |
| Immediate manager (N+1 Job title and name): | Catrin White Marketing Director |
| Additional reporting line to: | NONE |
| Position location:  | No Fixed Location |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * Development of digital marketing tools and strategies to support PV and E, Peyton and Byrne and Bateaux London Websites.
* Leading integrated digital marketing campaigns from concept to execution
* Working with the marketing team, support teams and vendors to launch campaigns on time and to budget
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| 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 FY18: £29m |  | PV& E Sales + 30% |  | Growth type: | Sales and Margin | Outsourcing rate: | n/a | Region Workforce | tbc |
| C & E Margin + 9% |  |
| Net income growth: 6.4m |  | Outsourcing growth rate: | n/a | HR in Region  | tbc |
| Cash conversion: | 0.5m |
| Characteristics  | * Job is to support and drive the sales activity through the website. KPI’s are specific to this area and would support the overall sales and marketing targets for each year. KPIs would include increase in hits to website and conversion rates, increase in uptake of marketing promotions run through the website and increase in bookings for major events such as RHS Chelsea. Google analytics data and improvement in ranking (SEO) are also key KPI’s
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| 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. |
| Marketing DirectorDigital Marketing Manager  |

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| **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. |
| * GDPR compliance through all data management in line with new legal requirements May 2018, current website database is non -compliant.
* Drive ranking and sales through SEO for three key websites ( PV and E, Bateaux London, Peyton and Byrne)
* New CRM system integration and project management of database coupled with online booking functionality
* Interface with external SEO and website providers to drive site optimisation, ranking and social media strategy
* Interface with Bateaux London and Bateaux Paris Marketing and Sales teams to support repositioning of business through digital activity, website imagery and new business development
* Interface with PV and E Marketing and Sales teams to execute key seasonal marketing campaigns
* Interface with internal IS&T, Digital and Finance teams to drive CRM, web development and visibility of internal reporting
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * Plan and execute all digital marketing including SEO/SEM, Marketing database, e-mail, social media and display advertising campaigns across PV and E website, Peyton and Byrne website and Bateaux London website.
* Design, build and maintain our social media presence
* Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPI’s)
* Identify trends and insights, and optimise spend and performance based on the insights.
* Brainstorm new and creative growth strategies
* Plan, execute and measure experiments and conversion tests
* Collaborate with internal teams to create landing pages, content and optimise user experience
* Utilise strong analytical ability to evaluate end to end customer experience across multiple channels and customer touch points
* Instrument conversion points and optimise user funnels
* Collaborate with agencies and other vendor partners
* Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
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| 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. |
| * Increase traffic to all websites YOY
* Increase traffic to sales ratios YOY
* Increase penetration of digital marketing activity YOY
* Increase active members of database YOY
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * Graduate calibre in marketing or related field
* Proven working experience in digital marketing
* Demonstrate experience leading and managing SEO/SEM marketing database, email, social media and/ or display advertising campaigns
* Highly creative with experience in identifying target audiences and devising digital campaigns that engage inform and motivate
* Experience in optimising landing pages and user funnels
* Solid knowledge of website analytics tools ( Google/NetInsight/Omniture/WebTrends)
* Working knowledge of ad serving tools (DART/ Atlas)
* Experience in setting up and optimising Google Adwords campaigns
* Working knowledge of HTML, CSS and JavaScript development and constraints
* Strong analytical and data-driven thinking
* Up to date with the latest trends and best practices in online marketing and measurement
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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
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| * Innovation and Change
 | * Leadership & People Management of disparate teams
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| * Rigorous management of results
 | * Analytical thinking
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| * Brand Notoriety
 | * Team working
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| * Commercial Awareness
 | * Resilience
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| 9. Management Approval – To be completed by document owner |
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| Version |  | Date |  |
| Document Owner |  |

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| 10. Employee Approval – To be completed by employee |
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| Employee Name |  | Date |  |

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