

Job Description: BD Analytics & Solution Design



Function:	Sodexo Corporate Services
Job:	BD Analytics & Solution Design
Position:	BD Analytics & Solution Design
Job holder:	N/A
Date (in job since):	
Immediate manager (N+1 Job title and name):	Senior Bid Manager
Additional reporting line to:	
Position location:	No specific location but ideally located in Ireland

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

- Develop powerful creative concepts in response to client briefs, working with the bid team to understand and articulate the client needs and our proposed solutions
- Focus on bespoke projects, including large-scale documents, digital experiences, video production, and online journeys.
- Develop high quality, brand aligned visual and interactive content for bids – including bid documents, presentations, booklets, online content, insights portal and more
- Ideate and create bid and engagement concepts, execute design briefs, and elevate the visual identity of our methods of communication
- Take ownership of plans, briefs, templates, and timelines for creative workload effectively.
- Work closely with the SoCreative team as required
- Anticipate and adapt to changing market conditions by integrating analysis of competitor activity, market dynamics and consumer needs to inform strategic direction.
- Lead and support on utilisation of AI where applicable, drive innovation and support growth
- Support current and potential clients by turning data into sales enablers and actionable insights that shape bid and business decisions, drive market impact and support sales growth
- Collaboration with key stakeholders such as Sales, Operations, Marketing, Subject Matter Experts (SMEs), Group Data Lab, etc. to drive the overall bid and digital experience.

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.

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| Characteristics | <ul style="list-style-type: none"> ▪ Busy bid function covering new development and cross sell opportunities. ▪ Support required for both business development led and operations led opportunities. ▪ Food focused, FM focused and IFM focused bids. ▪ Support required to build client interface platforms and use data to create insights and analytics ▪ Some evening and weekend work may be required from time to time based on bid timeframes/deadlines. |
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3. 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.

- Managing multiple deadlines and stakeholders, to ensure timely delivery of high-quality, tailored bid content.
- Allowing adequate time for internal approvals, feedback and final edits without compromising quality or deadlines.
- Managing team expectations by setting clear requirements, deliverables, timelines and communication processes.
- Brand guidelines to be adhered to, maintaining consistency and professionalism across all formats.
- Utilising client data responsibly and securely, in full compliance with data protection and confidentiality requirements.
- Prioritising workloads effectively to balance short term/reactive tasks with long term strategic projects.
- Maintaining version control and content governance to ensure accuracy and consistency across multiple design platforms.

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

- Develop powerful creative concepts in response to client briefs, working with the bid team to understand and articulate the client needs and our proposed solutions
- Focus on bespoke projects, including large-scale documents, digital experiences, video production, and online journeys
- Ideate and create high quality, brand aligned visual and interactive content for bids – to include bid documents, presentations, booklets, online content, insights portal and more
- Develop bid and engagement concepts, execute design briefs, and elevate the visual identity of our methods of communication.
- Take ownership of planning, briefing, templating, and scheduling of creative workload
- Managing key stakeholder relationships to align design outputs with business needs and client expectations.
- Create and deliver energetic and in-depth presentations and demonstrations to engage diverse audiences which support them on their path to integrating data and insights into their decision-making
- Work cross functionally with senior leadership to ensure delivery of strategically aligned outcomes.
- Continually look for opportunities to improve design, interactivity and customer experience.
- Proactively seek most up to date technology and industry trends, to ensure creative approaches remain innovative and competitive.

5. 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.

- Strong communicator who can form and tell a visual story from various inputs, translating technical information into engaging layouts, illustrations, and presentations and drawing the right information
- Ability to conceptualise and execute bid designs/presentations/online content to create winning proposals and effectively engage potential clients
- Skilled at translating data into meaningful actionable insights, that support business decisions.
- Comfortable working in a fast paced, deadline-driven environment
- Strong design skills using software like Photoshop and InDesign, excellent attention to detail, and strong communication and collaboration abilities.

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

Essential

- A self-motivated specialist committed to create excellence, who positively challenge and is open to being challenged, with an ability to foster a culture of trust, teamwork, and continued improvement both personally and professionally.
- Strong communication skills to get the best out of those you are working with in short time frames, and an ability to translate their ideas into design concepts.
- A growth mindset, customer centric approach, and a focus on delivering experience-led outputs.
- Ability to thrive in a fast-paced environment with tight deadlines and rapidly changing priorities.
- Strong design skills using software like Photoshop and InDesign, excellent attention to detail, and strong communication and collaboration abilities.
- Ability to present topics in a clear and concise manner, to many levels of technical skill sets and audience sizes.
- Be resilient and have the ability to create clarity of thought under pressure.
- Proven ability to collaborate effectively with cross-functional teams, to deliver cohesive and impactful outcomes.

Other relevant information

- To attend meetings and training courses as requested.
- Some travel when required within UK & I to help with delivery of the strategy.
- This job description is intended to give the post holder an appreciation of the role envisaged and the range of duties and responsibilities to be undertaken. It does not encompass every task or activity the post holder may be required to perform.

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

▪ Growth, Client & Customer Satisfaction / Quality of Services provided	▪ Innovation and Change
▪ Planning and Organising	▪ Leadership
▪ Brand Notoriety	▪ Industry Acumen
▪ Analysis and Decision Making	▪ Learning & Development
▪ Employee Engagement	▪ Rigorous Management of Results

8. Management Approval – To be completed by document owner

Version	1	Date: 20 th Oct 2025	
Document Owner	Marian Cronin		

9. Employee Approval – To be completed by employee

Version	1	Date	
Job holder's signature			