

# Job Description: Global Communications Manager



Function:	Corporate Services (Strategic Accounts) / Brand & Communications
Position:	Global Communications Manager
Job holder:	N/A
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	Head of Global Accounts Communications
Additional reporting line to:	Global Account Director
Position location:	Home Based (UK/ US NJ preferable)

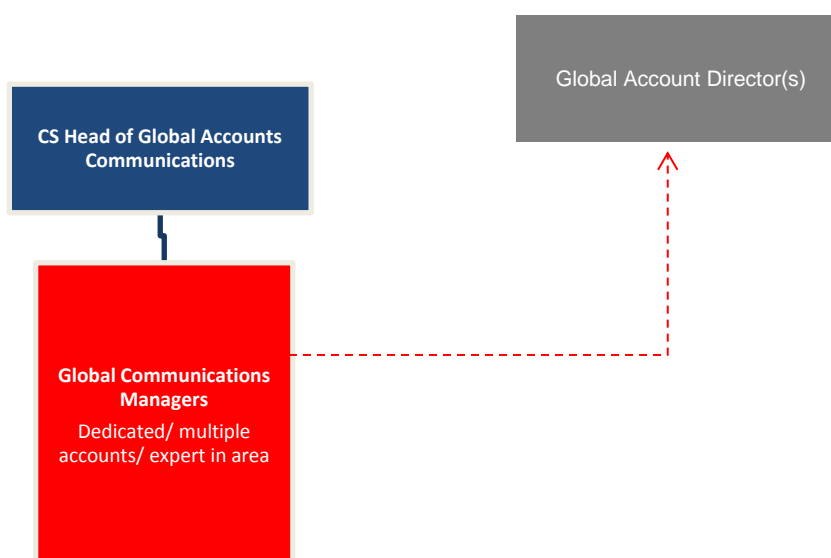
## 1. Purpose of the Job – State concisely the aim of the job.

To plan, develop and deliver a comprehensive communications strategy for the assigned account across all international regions in the contract's scope to engage a broad range of stakeholders to meet the joint strategic objectives of partnership as defined in the contract. Operate as part of the Accounts Communications team and support the goal to establish Communications as an expert function with specific service capability. Become expert/ go to person for specific communications topic.

## 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:	EBIT growth:	N/A	Growth type: n/a	Outsourcing rate:	n/a	
	EBIT margin:	N/A				
	Net income growth:	N/A		Outsourcing growth rate:	n/a	
	Cash conversion:	N/A				
Characteristics	<ul style="list-style-type: none"><li>Names of global strategic contracts for CS, more than 1. Current assignment Merck/ MSD.</li><li>Potentially some international travel</li></ul>					

## 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.

- Scale and complexity of the partnership across multiple geographies
- Balancing the operational needs of the account to drive business results whilst also aligning to the broader Sodexo Brand & Communications strategy
- Relationship management is a key challenge of the role and demands the ability to be sensitive to the needs of all key stakeholders
- Sometimes there will be a need to educate stakeholders as to the role and value of communications to help establish communications as an expert service.
- Time management and the ability to juggle projects is a vital asset in this role, particularly given the fast paced environment
- Prioritisation is a key skill necessary in this role as is the ability to manage expectations while maintaining close relationships
- The nature of the role demands the ability to communicate as effectively with senior leaders as with operational employees
- The role will need to interact at an appropriate level with the client equivalent Change & Communications Director so a detailed knowledge of change management and change communications is key
- The client is looking to Sodexo for leadership so this will role need to influence the client's own internal comms activities based on Sodexo's broader experience of delivering large multinational IFM contracts

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

**Deliverables per client:**

- Establish BAU client/ customer communications to enhance overall workplace experience by adapting and sharing central BAU templates/ toolkit e.g. Site Comms Framework to embed consistent ways of working. Make use of existing client communication channels and use bespoke channels / materials as appropriate then hand over to Operations to run. Subsequently act as consultant/ guide.
- With client, establish branding principles and guidelines if not already in place.
- Partner with contract Global Account Team and client communication specialist to agree and lead global communications for at least 3 specific projects per annum (more if small projects) as part of our joint strategy. E.g. B2B updates, Change Management project, B2C end user campaigns.
- Work with the client's communications specialists to develop and implement joint strategic communications activities to support the effective transition of the new partnership, to embed and maintain appropriate changes to mind sets and behaviours
- Work with the client's communications specialists and local Sodexo teams to ensure the value being delivered by Sodexo is recognised internally and externally, good news and successes
- Measure the impact of communications and recommend or implement improvements where appropriate

**Deliverables, Sodexo perspective**

- Establish operational BAU internal communications drumbeat, subsequently act as consultant/ guide.
- Contribute to the wider Sodexo strategy for account communications, sharing best practice within the Group and ensure alignment with overall Global Accounts Communications initiatives (including Sales Enablement)
- Ensure one Sodexo strategic project aligns to Sodexo QOL values e.g. Health and Wellbeing initiative
  - SPOC for account successes push to centre
  - SPOC for B&C when launching new initiative to ensure lands appropriately and consistently
  - SPOC for sharing best practice and projects with Comms team
  - In contract rebid/ Mobilization, work with Mobilization Communications Manager to ensure best practice rollout through compliance with framework and templates
  - Support on-going business development and growth opportunities as part of agreed account plan
  - Proactive participation and support for the Sodexo Client Retention Programme (if part of agreed plan)
  - Anticipate and manage reputational issues effectively
  - Ensure the value of Sodexo's quality of life services is understood and recognised by the client, consumers & Sdx
  - Provide coaching and support for the Sodexo teams on communications best practice

**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.

- Ensure BAU channels are well established and managed.
- All communications both across the account and at a site level are of a high quality and reflect our quality of life positioning
- Client and consumer satisfaction / feedback relating to communications is positive and maintained at a desired level
- Account specific communication tools and channels are rolled out in a timely manner and reach all required stakeholders

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

**Professional:**

- Minimum of 5 years' experience of internal/corporate/consumer/client communications, either in-house or agency, ideally working within a complex environment
- Professional or higher qualification in internal communications or corporate communications
- Experience in comms support for complex change programmes
- Understanding of change management techniques and supporting communications interventions
- Experience of employee transfer
- Experience of developing and executing communications plans that use a wide variety of media
- Creative flair to develop engaging communications through a wide range of tools and channels
- Strong skills and experience in managing projects – so that plans are well executed and that stakeholders are fully engaged
- Excellent command of English language and keen attention to detail
- Experience of working in a multi-national environment
- Desired knowledge of the FM / pharma industries

**Personal:**

- Strong organisational skills & ability to prioritise & manage complex projects
- Excellent interpersonal skills, with an ability to work with people at all levels and across functions
- Ability to perform and to adapt in changing and multi-cultural environments
- Client focussed mind set and able to build client relationships at all levels
- Using persuasion and influence to win support for the benefit of the business
- Self-motivated, proactive and work well under pressure
- Flexible and able to cope with ambiguity
- Team player
- Role model for comms best practice

**8. Management Approval** – To be completed by document owner

Version	V2	Date	November 2019
Document Owner	Helen Grover		