

Job Description

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| Function: | Brand and Communications |
| Position:  | Senior Campaigns Manager |
| Immediate manager (N+1 Job title and name): | PR and Campaigns Director |
| Additional reporting line to: | n/a  |
| Position location: | No fixed location / Salford |

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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * Design and deliver integrated, insight-led PR and communications campaigns in support of strategic priorities and business objectives
* Business partner with internal stakeholders to understand business challenges and translate into impactful communications solutions
* Provide a central planning and coordination capability for the UK&I Brand & Comms team
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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. |
| Financial:Staff:Other: | NilNo direct reportsRelationships with internal and external stakeholders |

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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. |
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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. |
| * Small team supporting a wide range of UK & Ireland business activity related to external communications
* Ways of working on external comms undergoing a period of transformation and evolution
* Breadth and complexity of stakeholder management
* Pace and volume of work
* Content development in line with Sodexo brand guidelines
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| **Campaign and project planning and delivery (70%)*** Work closely with the PR & Campaigns Director, other relevant internal stakeholders (e.g. segment comms leads and marketing directors) and agency partners to develop and deliver creative, engaging, integrated ‘Blockbuster’ campaigns to drive growth and fame for the business
* Work independently to efficiently and effectively coordinate the team approach to delivering smaller ‘day-to-day’ campaign activity e.g. around awareness weeks and other similar ‘moments’ – particularly those that lean into Sodexo’s social impact (CSR) agenda
* Take the lead on delivering or supporting delivery of selected regional comms projects such as reporting, insights and the annual Stop Hunger Foundation Dinner
* Champion effective project management and collaboration – via the team PID process – within the UK&I Brand and Communications team
* Build and maintain relevant insight resources to enable the development of effective campaign plans
* Support development and delivery of content across internal and external channels as required
* Work with colleagues on the MSDC and similar to evaluate campaigns based on real world outcomes, not just outputs
* Work with the Senior Press & PR Manager to identify and compile entries for relevant award opportunities for campaigns delivered
* Horizon scan for opportunities (e.g. major events, awareness days and weeks, policy announcements) that feed into and enrich campaigns, driving brand awareness and regional key messages

**Business partnering (25%)*** Develop and own a comprehensive stakeholder map of business areas, owners, strategic priorities and key events to improve Brand & Comms visibility and understanding of business drivers
* Establish effective working relationships with a broad range of internal stakeholders to enable effective horizon scanning and early involvement in the design of communication solutions
* Consideration of how external partnerships (trade associations and charities), sponsorship properties and similar can enrich and support or provide platforms for campaign messaging/activations
* Attend relevant meetings to shape decision-making and build sound understanding of business challenges
* Provide professional strategic communications advice to internal stakeholders, both reactively and proactively
* Identify and share examples of successful campaigns and creative ideas with stakeholders to inform decision-making

**Other (5%)*** Support the Press & PR team with reactive media enquiries, issues management and crisis response as needed
* Joining the team’s out of hours on-call rota – handling any low risk telephone enquiries and escalating others; monitoring the press inbox (it should be noted though that enquiries needing handling out of hours are infrequent)
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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. |
| * Develop high-quality PR and communications campaigns – whether Blockbusters or smaller day-to-day campaigns – in line with segment, global and regional communications priorities
* Build and nurture positive working relationships with internal stakeholders that drive the two-way flow of information needed for effective campaign delivery
* Design and manage an effective communications planning and horizon-scanning platform for the UK&I Brand and Communications teams
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| **Essential*** Proven experience in a similar strategy/planning role (in-house or agency)
* Proven success in developing and executing integrated communications campaigns and strategies
* Experienced project manager adept at managing across multiple teams
* Credibility as business partner and ability to influence senior leaders and shape their decision-making
* A sense of creativity and bold curiosity – able to identify the difference between a good campaign and a great campaign and willing to challenge partners and stakeholders to get there
* Strong people skills
* Effective communication and written skills
* Excellent time management and organisational skills
* Good team working skills
* Entrepreneurial and proactive spirit
* Outcomes focused with a commercial mindset

**Desirable*** Degree-level qualification in strategic communications, public relations, or journalism
* Membership of professional body (e.g. CIPR, IOIC) at minimum Associate level
* Research skills
* Press Officer/media relations experience
* Experience of managing third party agencies
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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
| * Intellectual agility and eagerness to learn
* Strategy and implementation
* Promoting the brand
* Personal and influencing skills
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