

Job Description:

Marketing Manager – PV&E

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| Function | | | | Sports and Leisure | | | | | | | | |
| Position: | | | | Marketing Manager – PV&E | | | | | | | | |
| Job holder: | | | | N/A | | | | | | | | |
| Date (in job since): | | | | N/A | | | | | | | | |
| Immediate manager  (N+1 Job title and name): | | | | Senior Marketing Manager | | | | | | | | |
| Additional reporting line to: | | | | Marketing Director – Beatrice Vears | | | | | | | | |
| Position location: | | | | No Fixed Location | | | | | | | | |
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| 1. Purpose of the Job – State concisely the aim of the job. | | | | | | | | | | | | |
| * Support Senior Marketing manager to drive PV&E positioning as the market leading sales channel for C&E in the UK * Collate and co-ordinate PV&E central communication calendar to deliver information for PV&E marketing campaigns and promotional activity to drive C&E sales hub activity * Responsible for updating and storing all PV&E and venue specific marketing assets * Support Senior Marketing Manager to deliver key marketing objectives for all PV&E venues and events * Work closely with digital marketing team on campaigns supporting social, blog and website content and updates * Assist Senior marketing manager with PV&E and venue specific reporting * Assist Senior marketing manager with copy writing for content, e-comms, and other marketing initiatives * Update internal Sodexo channels with up to date PV&E venue materials and offers | | | | | | | | | | | | |
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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. | | | | | | | | | | | | |
|  | KPIS | | Revenue | |  |  | TBC |  |  |  |  | |
| GP | |  |  |  |  |  | |
| Leads | |  |
| Characteristics | | * Ability to work across many different stakeholders both internal and external * Ability to manage time effectively and efficiently across multiple projects * Creative thinker with excellent attention to detail * Comfortable with relevant digital and ecommerce platforms * Good awareness of competitors and market trends | | | | | | | | | | |

Marketing Director

Senior Marketing Manager PV&E

Marketing Manager PV&E

Sales Director

Draft. Version: 27-03-2014

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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. |
| * The role will require you to work with many different stakeholders across our portfolio of venues and events * You will be required to work with the C&E sales teams to drive PV&E centrally and to the market * You will need to be able to work across multiple projects simultaneously adhering to deadlines * You will need to work with external agencies to deliver effective marketing campaigns and actions to drive PV&E sales leads |
| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * Supporting Senior Marketing Manager to deliver all C&E marketing activities for PV&E venues * Managing PV&E image library and venue marketing assets including templates for PV&E marketing collateral * Deliver strong digital understanding and clear go to market strategy * Auditing and managing PV&E content on all relevant websites * Ensure that all social media feeds are effective, report on each campaign and manage the calendar of activity * Working with venue site managers to deliver successful marketing execution to deliver against venue objectives * Manage, maintain and utilise data for both PV&E and venue specific campaigns in conjunction with the digital marketing team * Proficient on Salesforce for the purposes of customer segmentation and pulling data for campaigns * Have an expert knowledge on GDPR to ensure compliance with data management * Copy writing for a range of marketing activity purposes |

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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. |
| * Drive PV&E awareness with strong focus on digital sales and acquisition * Support venue teams to deliver against their sales objectives * Ensure all collateral and information is on brand, current and effective |

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| 7. Person Specification – Indicate the skills, knowledge, and experience that the job holder should require to conduct the role effectively |
| * B2B marketing experience in the hospitality and events sector * Graduate calibre in marketing or related field * Strong analytical and data-driven thinking * Up to date with the latest trends and best practices in online marketing, measurement, data management and the C&E and hospitality market * Have an expert knowledge on GDPR to ensure compliance with data management * Brand offer development experience * Wide sector/segment knowledge * Wide digital/social media knowledge * Skilled in ecommerce development * Attention to detail and high levels of accuracy * Ability to work well with a variety of stakeholders * Experience of channel marketing * Proven project management skills with ability to multi-skill |

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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
| |  |  | | --- | --- | | * Innovation and Change | * Analytical and data-driven thinking | | * **Growth, client and customer satisfaction** | * Digital competence in all areas of marketing | | * Brand Notoriety | * Team working | | * Commercial Awareness | * Resilience | |

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| 9. Management Approval – To be completed by document owner |
| |  |  |  |  | | --- | --- | --- | --- | | Version | Natasha Carr | Date | May 2021 | | Document Owner |  | | | |

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