

Job Description

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| Function: | Brand and Communications |
| Position:  | Change Communications Manager |
| Immediate manager (N+1 Job title and name): | Employee and Change Communications Director |
| Additional reporting line to: | - |
| Position location: | No fixed location / 310 Broadway, Salford M50 2UE |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * Act as communications business partner to five strategic initiatives within Sodexo UK and Ireland
* Key member of initiative project teams / working groups, leading or supporting others with delivery of communications, engagement and / or business change workstreams
* Develop and deliver high-quality communications strategies and campaign plans that drive meaningful behaviour change in support of key initiative activities
* Project management of creative work (graphic design, video, animation, web / app development) in partnership with the UK&I Creative Lead (Corporate Communications)
* Work with segment communications teams to ensure buy-in and amplification of initiative communication plans and outputs
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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: | Creative budgets for projects (as agreed)No direct reports – close working with Creative Lead (Corporate Comms) Responsible for managing effective relationships with suppliers (e.g. agencies, freelancers) |

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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 internal and external communications
* Breadth and complexity of stakeholder management
* Managing competing needs and priorities of five different initiatives
* Supplier management (incl. agencies and freelancers)
* Pace and volume of work
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| **Strategy development (30%)*** Act as UK&I Brand & Communications business partner to project teams of key strategic growth projects
* Understand business challenges and opportunities of each initiative, and translate into impactful communications solutions
* Develop, review, agree (with project teams) and deliver initiative change communications strategies, working in partnership with segment communications managers and wider Brand & Communications
* Plan and deliver creative, engaging campaigns in line with agreed strategies for designated initiatives, as well as overarching regional communications strategies

**Stakeholder engagement and project management (30%)*** Build and nurture positive, effective working relationships with project teams, becoming a trusted strategic communications advisor, business partner, and team player
* Act as gatekeeper to UK&I Brand & Communications team for initiatives to access wider support, in a clear, coherent and consistent manner, ensuring B&C sight of activities (by updating B&C tracker and E&CC editorial calendar)
* Develop, and enable effective deployment of, comprehensive stakeholder engagement maps and plans
* Regular attendance at project working group (and other relevant) meetings for designated initiatives to help shape decision-making and build own sound understanding of business challenges, and ensuring timely completion of all assigned communication-related actions
* Effective financial management of agreed creative budgets for each initiative, ensuring value for money at every turn
* Ensure customer satisfaction of internal project stakeholders through effective client management, timely delivery of work, and regular reporting

**Communications delivery (30%)*** Develop and deliver high-quality, written content for internal (and, occasionally, external) channels, in support of agreed initiatives, and working with wider Employee & Change Communications team
* In partnership with the UK&I Creative Lead (Corporate Communications) – and, where needed, working with suppliers (agencies and freelancers) – deliver high quality creative consultancy and content (including video, animation, design and development) in line with agreed plans and Sodexo brand guidelines
* Support initiatives with site-based activities, including development and production of site pre-deployment packs, and engagement on sites and with Trade Unions (subject to skills and experience of candidate)
* Act as a Sodexo brand guardian, promoting the Sodexo brand guidelines to project teams, and ensuring understanding and compliance
* Provide effective professional challenge, guidance and support to brand non-compliance, as appropriate

**Other (10%)*** Work with global and regional dimensions (e.g. Service Operations, HR) to ensure alignment of activities with other regional, segment and global strategies and plans
* Support the Employee and Change Communications Director with other UK&I projects as reasonably requested
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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. |
| * Effective business partnering with key initiatives, producing and managing high quality plans in a timely, collaborate manner
* Development and delivery of first-rate, first-time content in support of designated initiatives
* Responsible financial management of agreed initiative creative budgets
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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 change and / or internal communications roles (in-house or agency)
* Proven success in developing and executing change communications strategies and campaign plans
* Credibility as business partner and ability to coach and influence senior leaders and other colleagues, and shape decision-making
* Evidence of understanding and successful application of change management and / or communication theory
* Excellent writing and editing skills
* A sense of creativity and bold curiosity
* Resilient and able to deal with ambiguity
* Strong people skills
* Effective communication skills
* Excellent time management and organisational skills
* Team player
* Entrepreneurial and proactive spirit

**Desirable*** Degree-level qualification in strategic communications, public relations, internal communication, or journalism
* Membership of professional body (e.g. CIPR, IOIC) at minimum Associate level
* Specific craft skills in content creation (e.g. copywriting, photography, graphic design)
* Direct experience of Trade Union engagement
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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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| * Focusing on client and consumer
 | * Business and financial acumen
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| * Promoting the brand
 | * Personal and influencing skills
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