

# Job Description:

## Senior Digital Marketing Executive



Function	Sports and Leisure
Position:	<b>Senior Digital Marketing Executive</b>
Job holder:	N/A
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	Senior Digital Marketing Manager
Additional reporting line to:	NONE
Position location:	No Fixed Location

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

- Support on overall Digital Strategy for the segment including new tools required to automate marketing efficiency and integration with wider S&L digital products.
- Help to ensure constant compliance and up to date information of all S&L websites.
- Support integrated digital marketing strategy with content/delivery support from agencies, becoming primary day to day contact for agencies
- Work with the marketing team, support teams and agencies to launch campaigns on time and to budget

### 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"><li>▪ Job is to support and drive sales activity through the digital ecosystem. Ensuring that the UX, functionality and integrations into our websites are creating best in class user journeys across the ecosystem. Responsible with agency partners for monthly reporting to ensure we are meeting KPIs set by the business.</li></ul> |
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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.

- GDPR compliance through all data management working with data officer to ensure all brand websites and marketing is GDPR compliant
- Support on SEO and PPC strategy for four key websites (PV& E, Bateaux London, HPL, Hampden)
- Interface with external SEO, digital and content providers to drive site optimisation, ranking and social media/digital campaigns and become day to day contact for agency partners
- Interface with the rest of the marketing team to ensure all digital requirements are being met and upheld as part of our campaigns

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

- Work with external agencies to execute all digital marketing including SEO/SEM, Marketing database, email and social media across the S&L brands and venues
- Measure and report on performance of all digital marketing campaigns and asses against KPIs
- Collaborate with internal teams to create landing pages, content and optimise user experience across our websites
- Utilise strong analytical ability to evaluate end to end customer experience across multiple channels and customer touchpoints
- Bring strong ecommerce experience to help improve performance of Bateaux London
- Evaluate emerging technologies and become a pillar of digital knowledge within the marketing team

**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.

- Increase traffic to all websites YOY
- Increase traffic to sales ratios YOY
- Increase penetration of digital marketing activity YOY
- Increase active members of database YOY
- KPIS set across each channel/brand

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

- Proven working experience in digital marketing and Ecommerce
- Demonstrate experience implementation and reporting on SEO/SEM marketing database, email, social media and/ or display advertising campaigns
- Solid knowledge of website analytics tools (Google Analytics) and integration of different digital products e.g. Priava
- Working knowledge of social media channels (Organic & Paid)
- Working knowledge of Content Management Systems (Drupal & Wordpress)
- Working knowledge of Marketing Automation (Pardot & Marketing Cloud)
- Experience in setting up and optimising Google Adwords campaigns
- Working knowledge of HTML, CSS and JavaScript development and constraints
- Strong analytical and data-driven thinking
- Up to date with the latest trends and best practices in online marketing and measurement

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

▪ Innovation and Change	▪ Management of internal and external stakeholders
▪ Rigorous management of results	▪ Analytical thinking
▪ Brand Notoriety	▪ Team working
▪ Commercial Awareness	▪ Resilience

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

Version	1	Date	June 2021
Document Owner	Theo Rogers		

**10. Employee Approval** – To be completed by employee

Employee Name		Date	
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