

Job Description:
[Job Title]

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| Function: | Defence & Government Services |
| Job:  |  |
| Position:  | Offer Adaption Manager |
| Job holder: |  |
| Date (in job since): |  |
| Immediate manager (N+1 Job title and name): | Regional Marketing Director |
| Additional reporting line to: |  |
| Position location: | No Fixed Place of work  |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * Based on the Segment strategy and the selection of targeted sub-segments for the region, as part of the offer development process, the Offer Adaptation Manager contributes by adapting the global offers to the characteristics of the regional Clients & Consumers.
* The Offer Adaptation Manager will lead the collection, production & analysis of regional Clients & Consumers data & knowledge. They will define the changes required to global offers to meet the precise needs of regional Clients & Consumers.
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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. |
| Turnover £250m |  |  | tbc | Budget 200K |  | Outsourcing rate: | n/a | Region Workforce | tbc |
|  | tbc |
|  | tbc | Outsourcing growth rate: | n/a | HR in Region  | tbc |
|  | tbc |
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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 Offer Adaptation Manager will play a critical role in gaining deep insight into Client and Consumer needs across the UK&I region. Data capture will be extensive and from a number of sources. In the first 12 months of the new organisational model the knowledge building expectation will be high. With multiple agency clients there will be a challenge in accessing all the key data required.
* In assessing how much regional adaptation of global offers will be required, the Offer Adaptation Manager will need to build a high level of knowledge of government policies, regional laws, specific sub-segment agendas (e.g. MoD, Police) and outsourcing methodology.
* Key challenges:
* Build a knowledge base on Defence & Agencies Clients and Consumers
* The Offer Adaptation Manager will co-ordinate the development of an extensive knowledge base, using various methodologies to capture extensive Client & Consumer data.
* Develop in-depth Client and Consumer insight
* Based on the data gathered, the Offer Adaptation Manager will work with key stakeholders to identify specific insights which will inform the future direction of offers and non-offers, sales bids and regional strategy.
* Evaluate the adaptation of global offers required based on regional knowledge
* Marketing will define to what degree global offers will require adaptation before implementation into operations (or solution design). This assessment will be based on Client & Consumer knowledge, as well as regional government policies, contracts, laws and outsourcing agendas.
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| 1. Insight

Build a database of consumer and client needs through the most appropriate methodologies and in line with Global C&C insight expectationsDevelop strategic insights into Client & Consumer needs by sub-segmentData capture will include Clients For Life data, need state questionnaires, client dashboard data, contract meeting documents, consumer surveys, key management stakeholder intelligence and others to be developed (e.g. TruRating)1. Education

Support operational and sales teams by sharing insights through structured processesPrepare presentations on data for Defence & Agencies Executive meetings and Global Insight forums1. Offer development

Participate to the Client & Consumer Insights processes driven by Global teamsIdentify Region’s specifics and ensure they are taken into account in Insights workParticipate to meeting existing and potential targeted Clients as part of the process based on a plan lead by Global teams and agreed with Operations and Sales when necessaryContribute to the analysis of data & knowledge collected or producedValidate relevance of Global Insights for the region & countries |

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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. |
| * Add point
* Add point
* Add point
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * Graduate calibre.
* Experience of designing and implementing e-learning strategies.
* Experience of working within an IiP framework.
* Experience of working successfully with accrediting and regulatory bodies and implementing associated programmes.

Experience of curriculum design |

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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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| * Growth, Client & Customer Satisfaction / Quality of Services provided
 | * Leadership & People Management
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| * Rigorous management of results
 | * Innovation and Change
 |
| * Brand Notoriety
 | * Business Consulting
 |
| * Commercial Awareness
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| * Employee Engagement
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| 9. Management Approval – To be completed by document owner |
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| Document Owner | SJH |

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