

Job Title: Customer Performance Lead, Waitrose

Core information

Location: Bracknell Head Office, with blended working	Lines of business or shared capability area: Waitrose,
Reports to: Head of Customer Planning	
People Management: No ▾	
Assignment Management: Yes ▾	
Partnership Level: Partnership level 5 ▾	Manager's Partnership level: Partnership level 4 ▾
Number of direct reports: 0	Partnership level(s) of direct reports: None ▾

About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands - John Lewis & Partners and Waitrose & Partners, as well as expanding into new areas beyond retail.

We aren't an ordinary business though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

Critical purpose of the role

As Customer Performance Lead, you will be setting the strategy for how we drive the performance of our Customer investment for the greatest business outcome as part of Waitrose 70:10 ambition. You will be the driving force of a data-driven culture within the Waitrose Customer department to maximise ROI while understanding the role of both long-term and short-term brand campaigns. This role will ensure that via both the right processes and influencing, key Customer activity has relevant performance targets in place so that activity can be monitored, reported on and enhanced by SME's with your support as appropriate. This role is the key leader who partners with our media mix modelling agency (Transunion) in the process which generates the outcome of regular recommendations on the return of our investment. (Return On Ad Spend)

This role is key to supporting the Head of Customer Planning and Finance partner in the management of the Customer budget both in year and during business planning, to ensure the optimal ROI for the business.

As part of the culture of target setting and evaluation, this Partner leads our new agency evaluation process.

The Partnership supports agile and flexible working practices, such as when, where and how we work. We have several different

ways to work flexibly, including part-time, flexible or compressed hours, and job sharing. Head office areas also support a blended working approach.

We celebrate diversity and inclusion in the John Lewis Partnership and we are committed to becoming the UK's most inclusive business, reflecting and connecting with the diverse communities that we serve.

Primary Outcomes & Accountabilities

Lead measurement and evaluation process for the Customer department, getting stakeholders on board in target setting as part of scorecards to ensure we always execute post campaign analysis. Requires adept stakeholder management and influencing. It leads the Customer department's inputs into monthly board-level reviews.

Be the accountable owner of our relationship with Transunion, who deliver our MMM (media mix modelling) service and is responsible for the end-to-end process. Drive operational efficiencies from the data we get from MMM. This will mean working with and influencing multiple stakeholders across the Customer department and Pan Partnership.

Support the Head of Customer Planning and our Finance partner in leading the monthly management of the customer budget with all channel stakeholders, as well as supporting in the longer term business planning process inputs from Customer. Leads (or supports, depending on the scenario) business case development for extra opportunities.

Lead contact for the agency evaluation process across Waitrose Customer & external agencies (Greengrass lead intermediary). Requires skilled project management capabilities to keep on track. Influences key stakeholders with Customer Leadership team and agency directors to navigate key complex issues and drive any required improvements.

Measures of success

Efficiency & effectiveness of Customer budget allocation measured via ROAS and scorecards

ROAS (Return on Ad Spend) measures identified, targeted, reported on and improved

Effective management of budget Risks and Op's process, ensuring spend comes in under. Successful unlock of extra budget for new opportunities where relevant.

Clear cross-functional buy-in to priority marketing metrics

Regular marketing effectiveness reports shared with compelling next steps.

Extent of influence and credibility at all levels across the business

Regular 360 feedback



Working closely with Customer Insight, Finance, Data & Analytics in order to identify ways to improve marketing performance. Using these recommendations influences senior stakeholders to improve marketing performance, including messaging, channel choice, and budget allocation.

Act following the Partnership's purpose and democratic principles, constructively participating in co-ownership, and demonstrating to customers and each other that it is a better way of doing business. Share your knowledge, experiences, ideas, and opinions to improve the Partnership, speaking honestly and frequently.

Invest in your personal and professional development to achieve your potential by doing more, doing better, or doing different. Continuously engage with and actively contribute to your Profession.

Take responsibility for actively engaging with change.

Skills

Data Analysis

Evaluates and analyses different types of complex data objectively and sees patterns and meaning to establish the key relevant facts. Uses this thinking to make credible recommendations to inform critical decision making.

Business strategies

Thinks for the long term whilst making sense of the current climate. Cuts through any issues in order to reach the defined goal and ensures continued alignment to current business objectives. Puts these strategies in place for peers and team and in doing so, creates a culture where everyone contributes.

Setting objectives

Sets SMART objectives for both self and others, with an achievement focus in order to motivate and engage and enable both personal and business success.

Customer centricity

Puts every customer, both internal and external, at the heart of everything, and understands the Partnership ambition to offer differentiated service that is aligned to our Values. Understands that they are empowered to deliver incredible service for every type of customer with whom they interact and acts on this every time in every environment.

Commerciality



Demonstrates an innate passion for and understanding of Retail. This includes knowledge of our competitors and the wider social, political and economic factors which impact our business. Understands the Partnership business model and our integrated objectives and uses this understanding to make well informed decisions that support key business objectives.

Qualifications & Experience (where applicable)

Essential

- Highly analytical skillset with experience gathering insight from data to assist decision-making
- Senior stakeholder influencing
- First hand working knowledge of establishing measurement processes
- Extensive experience in working with Insight and Financial measures
- Using data visualisation tools, such as Tableau, to make data informed decisions
- Extensive experience of working with and improving process and planning
- Good working knowledge of marketing channels
- Managing budgets

Desirable

- Knowledge of marketing attribution
- Knowledge of customer segmentation
- Omnichannel retailing
- Food retail experience
- Executing change / innovation
- Professional marketing qualification

Version	Created/updated by	Date
1	Wendy Rumble	28 April 25