

Job title: Senior Marketing Manager

Core information

Location: London head office	Lines of business or shared capability area: Financial Services
Reports to: FS Marketing Acquisition Lead	
People Management: Yes	
Assignment Management: Yes	
Partnership Level: Partnership level 6	Manager's Partnership level: Partnership level 5
Number of direct reports: 5-7	Partnership level(s) of direct reports: Partnership level 6 Partnership level 7

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 and Waitrose, 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 an experienced customer-focused and commercially driven Senior Acquisition Manager, you will take responsibility for the development, execution and performance of marketing activity for one or more of the JL Money products across Insurance or Credit & Banking.

You will deliver marketing activity across all channels, managing the creative execution, delivery and performance of the communications.

You will contribute to the updates required by the Annual Business Planning cycle, in partnership with the Marketing Strategy and Planning team.

You will demonstrate in-depth knowledge of the Financial Services sector, products and associated regulation, leading the team

to deliver best-in-practice and high quality work.

Through your Profession you will have the opportunity to develop and stretch personally and professionally to achieve your potential.

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

- You will create and execute the marketing activity for your JLM product(s), ensuring the creative direction utilises customer and market insight to align to both JLM brand and category positionings, and effectively hand off the new customer for in-life management programmes which will be delivered by the C&CRM team.
- You will manage the performance of your marketing activity to drive new customer growth, demonstrating efficient and effective spend and budget management.
- Support the Marketing Strategy & Planning team to ensure the appropriate budget allocation across your area. You will be accountable for your product's marketing budget to support acquisition targets.
- The management of direct reports, fostering ongoing enhancement in team performance and encouraging personal and professional growth, cultivating a cooperative and motivated team environment.
- Ensure all work adheres to financial promotion regulation, leading your team with expert knowledge and experience and championing greater regulatory understanding in the wider team.
- Build relationships with counterparts in the wider Partnership - ensuring cross-sell opportunities in John Lewis and Waitrose are utilised.
- Be a primary marketing point of contact with the third party provider of your product(s) and represent Acquisition marketing at relevant meetings.
- Manage relevant agency relationships to ensure they

Measures of success

You will be deemed successful in this role if you support your leader effectively, there is high confidence in your work by both your line manager and your direct stakeholders in Marketing and across Financial Services.

Contribution, as determined by the Acquisition Lead, to the creation and optimisation of acquisition marketing activity.

Clear and accountable budget management, working with relevant stakeholders to ensure budget reports are up-to-date and accurate.

Adherence to Financial Promotions regulatory, legal and compliance standards.

Contribution to the updates required by the Annual Business Planning cycle, in partnership with the FS Planning & Performance Lead.

Participation in Partnership democracy including team and department initiatives.

Preparation and maintenance of personal development programme.

<p>have access to the right information to inform and enable them to deliver the quality of work that's expected. Manage contract negotiations and partner relationships to maximise value of activity.</p> <ul style="list-style-type: none"> • Management of all digital marketing activity (including but not limited to PPC, SEO, Programmatic Display & Video, Social & Affiliates) • Overall responsibility for ensuring effective use of the digital marketing mix, with a focus on biddable media to drive cost effective direct sales. • Champion integration of digital marketing activity across JLP to identify cross-product opportunities & to ensure customer-first alignment. • Responsible for adhering to John Lewis policies & procedures within the legal and regulatory framework. • Ensuring that all work complies with the Data Protection Act and adheres to all Partnership risk management and data security policies and methodologies. 	
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Skills

- **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.
- **Build Relationships:** Demonstrable ability to manage multiple stakeholders e.g. digital, commercial, brand, UX, 3rd party providers and agencies, building positive relationships to encourage collaboration and acceleration of priorities.
- **Results orientated:** Remains motivated and shows drive and determination to achieve success. Persists in the face of obstacles and overcomes any barriers that arise, focusing on solutions and not problems.
- **Full Funnel Marketing:** Understanding of upper-funnel activities and their pivotal role in optimising overall performance. Literate in attribution conversations and able to provide creative and executional direction across the full suite of marketing channels.
- **Marketing Thought Leadership:** Demonstrates an awareness and adoption of emerging trends and technologies for marketing and acquisition. Identifies new strategic opportunities for John Lewis Money by staying aware of financial services industry developments.
- **Digital Awareness:** Demonstrates an awareness and adoption of digital and social channels and technologies. Embraces new ways of working with them to support our customer ambitions and future proof our business.

Qualifications & Experience (where applicable)

Essential

- 4+ Years of experience in marketing with TTL executional expertise, preferably in the Financial Services sector



- Experience developing, creating and leading growth marketing strategies and plans against ambitious targets
- Experience in people management
- Sound knowledge of the regulatory landscape and financial promotions principles
- Strong commercial acumen and budget management experience
- Ability to thrive working in a fast moving growth business

Desirable

- Retail /Omi/Product or Category marketing experience in a large organisation
- Experience working with a heritage brand

Vetting required? (Yes or No)

- Y

Version	Created/updated by	Date
0.1	Pip Deacon	06/11/2024
0.2	Holly Hunter	January 2025